

LIFE

'THE NIGHT BEFORE CHRISTMAS'

YOUR OWN RARE EDITION IN THIS ISSUE



THE PRESIDENT
OF THE UNITED STATES
THE EVOLUTION OF A WARDROBE

20 CENTS

DECEMBER 10, 1951

CIRCULATION OVER

5,200,000

FAMILY REUNION



DEAF AUNT: "Eh? What's that? Cannon Combspun* Percales are the best-wearing sheets you ever owned? Pshaw! Everybody knows that!"



COUNTRY COUSIN: "What's so different about the city? On our farm we've got television and aquamarine Cannon Percales just like yours!"



SWEET OLD MAID: "I fixed up my apartment. Really cosy. Cannon Percales in shell pink—I made curtains from them, too."



MOTHER-IN-LAW: "Take my advice and stick to beautiful and practical Cannon Percales. John appreciates fine things, you know."



FAVORITE UNCLE: "Wonderful night's sleep! Cannon Combspun Percales? Clever girl, my niece!"



MATRIARCH: "I want you all to listen. In 47 years I have found no sheets like Cannon Percales. You may start talking again."



BRIGHT BRAT: "It's simple! Combspun means that the cotton is combed until only the most longitudinal and ductile fibers remain."



POOR RELATION: "Oh, we're getting along all right. Yes, we can afford Cannon Percales. Even for us, they're a good buy."



HENPECKED HUBBY: "Louisa says no sheets are as smooth and soft as Cannon Percales. And Louisa's always right."



BLACK SHEEP: "You didn't ask me to your wedding! But here's a present—ten years late ... a dozen Cannon Combspun Percale Sheets. Lagoon green!"



CANNON Combspun PERCALE SHEETS

*REG. U. S. PAT. OFF.

CANNON TOWELS • STOCKINGS • BLANKETS • BEDSPREADS • CANNON MILLS, INC., N. Y. 13, N. Y.

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Imagine!

There! On your table tonight is the rich gleaming beauty of the loveliest, the finest of all silverplate.

There! On your table because... for all its famed beauty of design and workmanship, Holmes & Edwards is yours far easier than you dreamed.

A six-piece place setting costs but \$8.50
...a complete 52-piece service for 8
with chest but \$74.95.

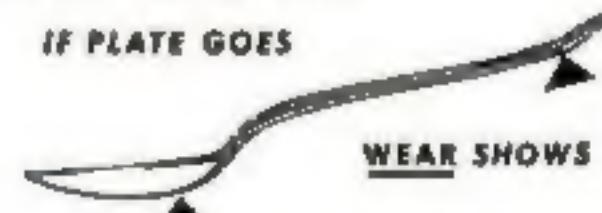
And imagine this! Your dealer has a Club Plan that will let you take home immediately that complete service...practically for pennies!

So wonderful to know how Holmes & Edwards can soon be yours.
But wonderful, too, to know why of all silverplate Holmes & Edwards is your wisest choice.

HOLMES & EDWARDS
IS STERLING INLAID SILVERPLATE,
SUPERIOR TO ALL OTHER KINDS.

ORDINARY SILVERPLATE:

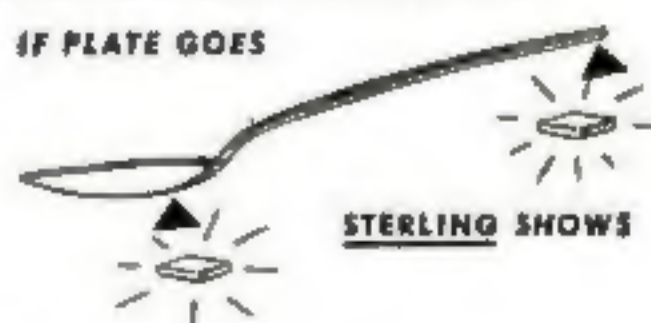
IF PLATE GOES



WEAR SHOWS

STERLING INLAID* SILVERPLATE:

IF PLATE GOES



STERLING SHOWS

*Most used Holmes & Edwards spoons and forks are Sterling Inlaid with two blocks of sterling silver at the points where they rest on the table. Thus should wear occur—there's Sterling underneath.

NEW
May
Queen

DANISH
PRINCESS*

LOVELY
LADY

SPRING
GARDEN

The loveliest patterns of all...

HOLMES & EDWARDS Sterling Inlaid Silverplate

COPYRIGHT 1951, THE INTERNATIONAL SILVER CO., HOLMES & EDWARDS DIVISION, NEEDHAM, MASS. *REG. U. S. PAT. OFF.

*ALL PATTERNS MADE IN U. S. A.

Wonderfully new for Christmas...

The world's most convenient lighter!

6 Months of lights without

BY THE MAKERS OF THE FAMOUS

Parker "51" PEN



NO SMELLY LIQUID FUEL

The Parker Flaminaire uses clean, smokeless, odorless butane gas.



NO CONSTANT REFILLING

3700 ordinary 2-second lights from one easily-replaced gas cartridge.



NO WICK AT ALL!

No rosy, smudgy smell. No sputtering. Nothing to adjust, cut or fray.

More than half a million delighted owners—smokers who have discarded cans of messy liquid fuels, who have cheerfully surrendered the problems caused by rosy wicks—will enthusiastically tell you that the new Parker Flaminaire lighter makes the ideal gift for any smoker on your list.

This marvelous new lighter, with distinctively different appearance, elegant lines, and completely trouble-free spark system, was originated and styled in France. Now it's American-made, by The Parker Pen Company—with all the precision and reliability you'd expect from the makers of the world's most-wanted pens.

Don't ever confuse the Parker Flaminaire with other gas lighters that might possibly give two, three or four months of lights. The Flaminaire is the only pocket lighter in the world that *lasts a full half year* without refueling. And, in an era of rising prices, you pay only \$12.50... in spite of the fact that many owners who are *still* enthused about the bargain they got, paid up to \$30.00! Choose your own favorite colors, or your favorite chrome model at fine dealers everywhere—and get yours soon, while the selection is still there!

*The only pocket lighter, regardless of fuel used, that gives six months of safe, sure lights without refueling, even if you smoke as much as a pack a day



In smart gift case
Only \$12.50

Parker FLAMINAIRE Lighter

MADE BY THE PARKER PEN COMPANY • U.S.A.

refueling*



TO MEN—AND THOSE WOMEN TO WHOM MEN ARE IMPORTANT

Here's as distinctive, unusual and welcome a gift as the famous Parker "51" Pen.
The Parker Flaminaire is the only successful, smoker-proved gas lighter—
only pocket lighter to give half a year of lights without refueling!*

©1951—The Parker Pen Co.

This One



H20F-BJG-H16E

For the Brightest Christmas Ever!



NEW 10-LAMP PACKAGE. When you and Santa dig out those lighted decorations for Christmas, be sure you have spare bulbs on hand. Get bright, colorful G-E Christmas tree lamps, now on sale in handy 10-lamp packages...assorted colors.

Be sure to get Christmas Tree Lights by

GENERAL  ELECTRIC



New C-7 1/2 lamps for use outdoors in multiple wired outfits. No hunting for burnouts. Inside color won't rub off.



C-6 series lamps, bright and colorful for use in series strings and devices. Great favorite to make tree or greens sparkle.



C-9 1/2 multiple lamps for outdoor use. Their larger size fits many needs in outdoor decoration. Inside color is weatherproof.



you've never

given stockings like these
the greatest improvement since nylon!

BUR-MIL®



CAMEO®

*Face powder finish** 60 gauge stockings

*for a lovelier leg complexion
and up to 40% longer wear, too!
only \$1.50 a pair.*

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52

**exciting Christmas Presents
to open each week**

in 1952

(and a gift you can give right now . . .
without putting down this copy of LIFE)

Give LIFE for Christmas—and let each new weekly issue remind your friends and relatives of your thoughtfulness all through LIFE's exciting, surprising 15th Anniversary Year.

Give LIFE for Christmas—and know that 52 weeks later your present will be as new and fresh and cherished as on the day you gave it.

Give LIFE for Christmas—and LIFE will announce each gift (in your name) with a handsome "15 Years of Life at Christmas" card . . . send the first gift issue to everyone on your LIFE-for-Christmas list in a gay holiday wrapping.

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Start the New Year with a slender new figure!



Invisible

It's fabulous — this newest Playtex Fab-Lined Girdle — White Magic! For it gives you all the famous Playtex figure-slimming power and freedom of action plus the extra comfort of fabric next to your skin!

White Magic^{*} Newest Playtex **FAB-LINED** Girdle

FABRIC-NEXT-TO-YOUR-SKIN

*Recommended by internationally famous fashion designers
for the way it slims you in cloud-soft comfort*



French Designer, JEAN DESSÈS:
"If you wear your clothes over a Playtex Girdle, you will have the ideal figure for which my fashions are designed!"



Italian Designer, FONTANA:
"Playtex really works fashion magic! I insist that all my mannequins wear Playtex under every dress they show!"



American Designer, TINA LESER:
"My advice is to wear a Playtex girdle. It slims you where you need slimming, holds you in complete comfort!"

No other girdle has been so highly praised by leading fashion designers. No other girdle slims you so beautifully, controls your curves, yet leaves you so free, so comfortable! The sparkling white PLAYTEX Fab-Lined Girdle has cloud-soft fabric fused to the smooth latex sheath without a seam, stitch or bone—it's completely invisible under your most festive fashions. And it washes in seconds, dries in a flash!



In SLIM shiny tubes, at department stores and better specialty shops everywhere, *White Magic*, \$5.95 and \$6.95. (Other PLAYTEX Girdles in pink, blue and white from \$3.95.) Slightly higher in Canada and foreign countries.

©1951 International Latex Corporation . . . PLAYTEX PARK . . . Dover Del.

Playtex Ltd. Montreal, Canada

Give him this really
Masculine Gift!
America's #1 stimulating hair groom—
VITALIS!



For Men of All Ages! It's sure to please — this large bottle of Vitalis in its special Christmas package! Dad's favorite — and Junior's too!

And for two very good reasons!—Vitalis (1) stimulates scalp with a wonderfully refreshing wake-up tingle, prevents dry, flaky scalp; and (2) grooms hair in a clean-cut masculine way. Directions for famous Vitalis "60-Second Workout" on package. Contains new grooming discovery.

VITALIS and the
"60-Second Workout"

A Product of Bristol-Myers

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MOONBEAM ELECTRIC ALARM. This Westclox exclusive wakes you silently. First call is a blinking light, later joined by an audible alarm. \$9.95. With luminous dial, one dollar more.



BANTAM ELECTRIC ALARM. Beautifully designed, only 3 1/4 inches high. His clear-toned bell alarm has a cheerful call. \$4.25. Luminous dial, \$5.00.

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Made by the makers of Big Ben

PRODUCTS OF **GT** CORPORATION
GENERAL TIME



SEE what a glow you got
from hot and hearty tea
for dinner

- See if it doesn't help you feel better
- sleep better, too!



MOST MEN LIKE IT ON THE "KEFTY" SIDE
If you haven't tried tea this way, you just haven't had tea. Use your teapot, and 1 tea bag or 1 teaspoon for each cup and one for the pot. Pour bubbly boiling water over tea. Let stand 3 to 5 minutes. Simple, isn't it? And so economical! Many people like it best with milk.

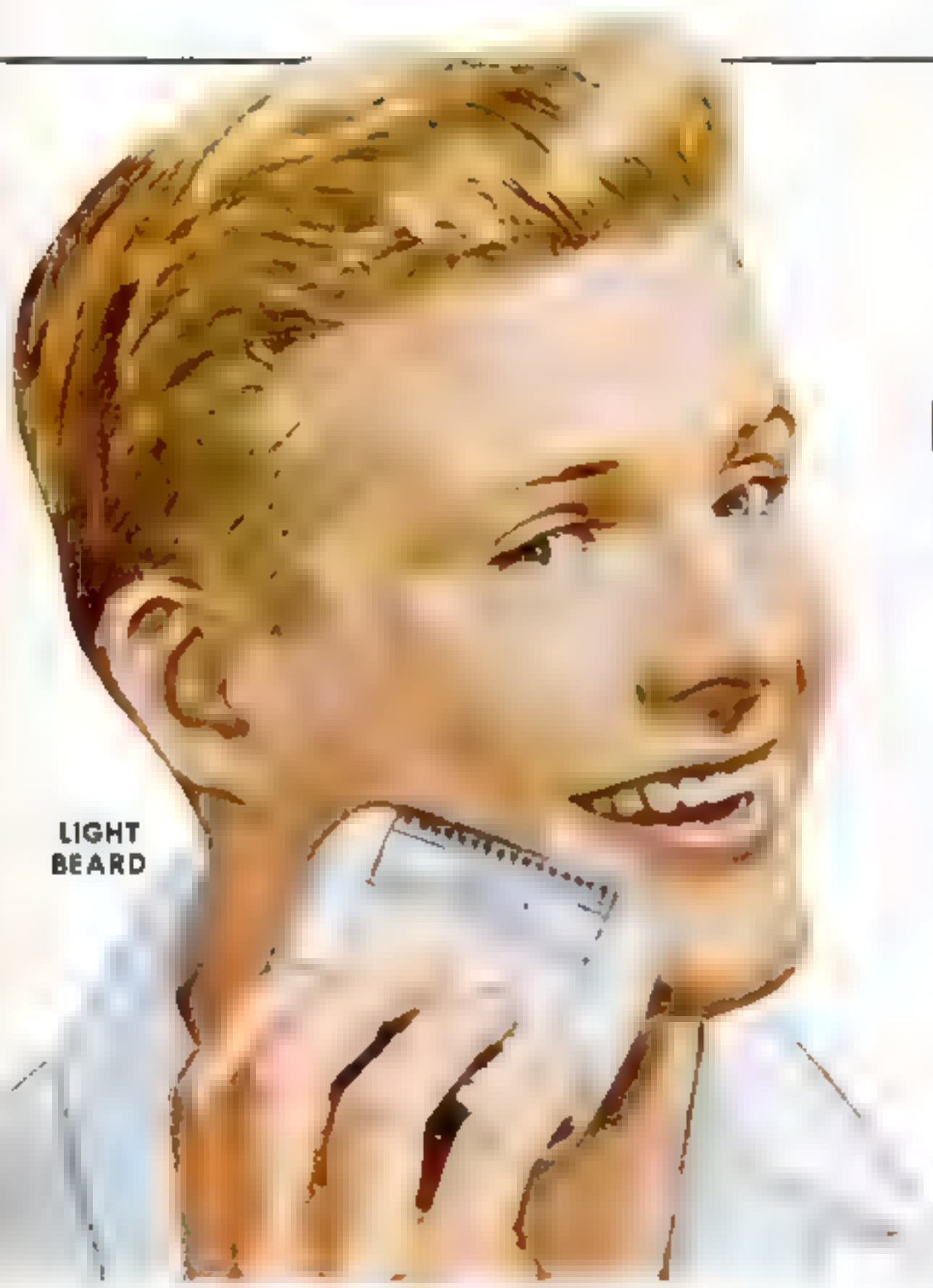
tea council

The **ENTHUSIASM** of men

has made

Sunbeam

the **FASTEST SELLING**



LIGHT
BEARD

No Beard too Tough
No Skin too Tender



MEDIUM
BEARD

Shaves **CLOSER**

The top reason men prefer Shavemaster, dealers say, is the s-m-o-o-t-h-e-r, cleaner shave it delivers. Only Shavemaster's bigger, single continuous-round shaving head and exclusive shaving principle makes this superior performance possible.

Shaves **FASTER**

You will get a closer, cleaner shave with Shavemaster in a fraction of the time it takes with soap-and-blade. Even if you've got the toughest, heaviest beard, plus a tender skin, you'll shave faster and smoother with Shavemaster than by any other method, wet or dry.

The **ONLY** electric shaver with
a Powerful 16-Bar Armature
Self-starting **REAL MOTOR**

A marvel of the
engineering
world



A choice of Two
Rich, Practical
Gift Cases



See the famous Sunbeam Shavemaster at your Sunbeam dealer's. Most dealers are prepared to have you try it right at their store. Sunbeam Corporation, Dept. 53, Chicago 50, Ill. Canada: 321 Weston Rd., Toronto 9. Famous for Sunbeam Toaster, Mixmaster, Coffee-master, Ironmaster, etc.

Why we use **ONE BIGGER, SINGLE HEAD** instead of a multiplicity of small heads.



Smooth, comfortable, continuous round Shavemaster head has over 5000 shaving segments that lightning-fast single action motor cuts 24 million shaving strokes per minute—more than any other electric shaver with multiple heads.

with all types of beards

SHAVEMASTER

REG. U. S. PAT. OFF.



electric shaver in '51



TOUGH
BEARD

Preferred for
its **BIGGER SINGLE**
Continuous-round
SMOOTH
Shaving head



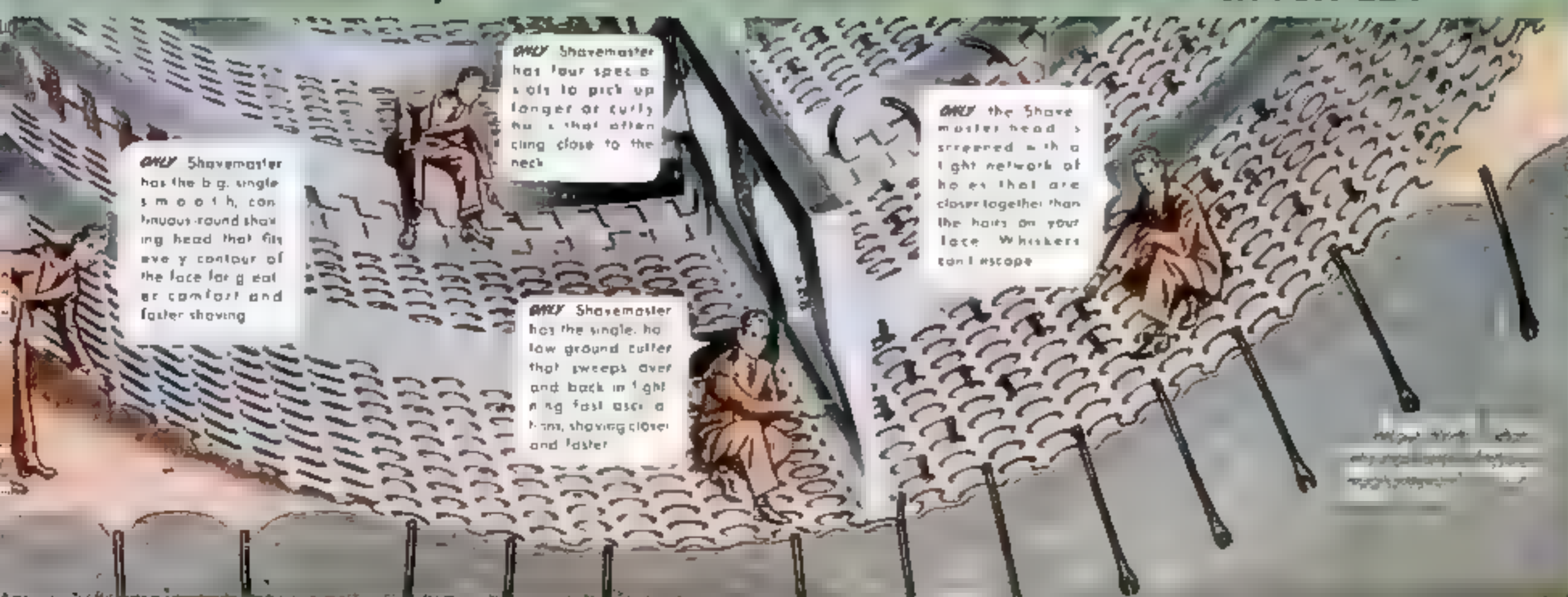
Shaves **SMOOTHER**

The big smooth, oval Shavemaster head has more shaving edges than any other electric shaver made. It fits every contour of the face—picks up the beard the way it grows—leaves the face **SMOOTHER** because it shaves closer and cleaner without irritation.

Greater **COMFORT**, Convenience

The Shavemaster head **FEELS GOOD** on the face. The pleasant contact of the smooth oval head massages the skin as it shaves for greater face-health and comfort. Your face not only **LOOKS** better but **FEELS** better after a Shavemaster shave.

THE EXCLUSIVE, PATENTED SUNBEAM SHAVING PRINCIPLE!



MARKET FACTS, INCORPORATED

Sale, Research and Analysis

37 SOUTH LA SALLE STREET DEPARTMENT 11000 • CHICAGO 1

We have completed a national study among 100,000 men and women to determine the electric shaver accepted as the best and we found a large number of shavers in 1951.

Our 1951 survey study proves a sound reason for the statement that more dealers report Sunbeam Shavemaster to be the best seller than any other brand.

MARKET FACTS, INCORPORATED

W. F. O'Dell
President

When your heart says "something sentimental" and your head says "something sensible,"

Give her a LANE CEDAR CHEST for Christmas

HAVE YOU a special "someone" heading your list this year—a daughter, a sweetheart, a wife, a mother? You'll please her two ways—if you give her a Lane Cedar Chest!

First—you'll touch her heart with the warm sentiment of your gift. And wonderful second—you'll ease her housekeeping problems with the most useful piece of storage furniture she could have!

It will keep her woolens, linens, heavy clothing fresh and sweet-smelling—safe from moths and dust—as no other storage method can! Prices start as low as \$49.95* with easy budget plans available.

Lane is the only pressure-tested, aroma-tight cedar chest. Made of 3/4-inch red cedar in accordance with U. S. Government recommendations, its absolute moth protection is guaranteed by one of the world's largest insurance companies. The Lane Company, Inc., Dept. L, Altavista, Va. In Canada: Knechtels, Ltd., Hanover, Ontario.

© 1951, The Lane Company, Inc. Also makers of occasional tables.



\$59.95*

Functional modern of blond oak with attractive picture-frame molding around front panels. Lane automatic self-lifting tray. Model #2737.

*Slightly higher in the West and Canada.

Other Lane Chests from as little as \$49.95.* Easy terms!



BEDROOM

Streamlined modern of matched American walnut with Paldao wood trim. Equipped with automatic tray and receding lid hinges. Model #2691—\$59.95.*



DINING ROOM

Graceful Queen Ann Lowboy of rich mahogany finish. Full-length drawer in base—simulated drawers above. Model #2682. An exceptional value at \$99.50.*



FOYER

Handsome 18th Century Chest in glowing African mahogany. Lane automatic self-lifting tray. Aroma-tight, like all Lane Cedar Chests. Model #2601—\$59.95.*



LIVING ROOM

Miss America Special in blond oak or walnut, \$69.95.* Larger De Luxe model in blond oak, walnut, grey walnut, mahogany, or cordovan, \$79.95.* Both with drawers in base.



LIVING ROOM

Attractive 18th Century Drawer Chest in glowing Honduras mahogany. Full-length drawer in base, two simulated drawers above. Model #2221—\$89.50.*



BEDROOM

18th Century Salem Chest in African mahogany or Colonial maple. Full-length drawer in base, four simulated drawers above. Model #2365—a fine value at \$79.95.*



LIVING ROOM

Clean-cut Maple Chest designed to harmonize with Early American or Ranch-type furniture. Chest above—full-length drawer in base. Model #2665. Fine buy at \$79.95.*



BEDROOM

Decorative modern with streamlined top—finished in matching figured Avodire, a blond wood of unusual beauty. Self-lifting tray. Model #2700. Unusual at \$69.95.*



HALL

Adaptable modern of matched American walnut suitable for almost any room. Delicate moldings outline the front panels. Lane's self-lifting tray. Model #2701—\$59.95.*



BEDROOM

De Luxe Streamlined modern with panels of American walnut stump, Zebra wood, Paldao wood and American walnut. Automatic tray. Model #2693—very special at \$69.95.*



FOYER

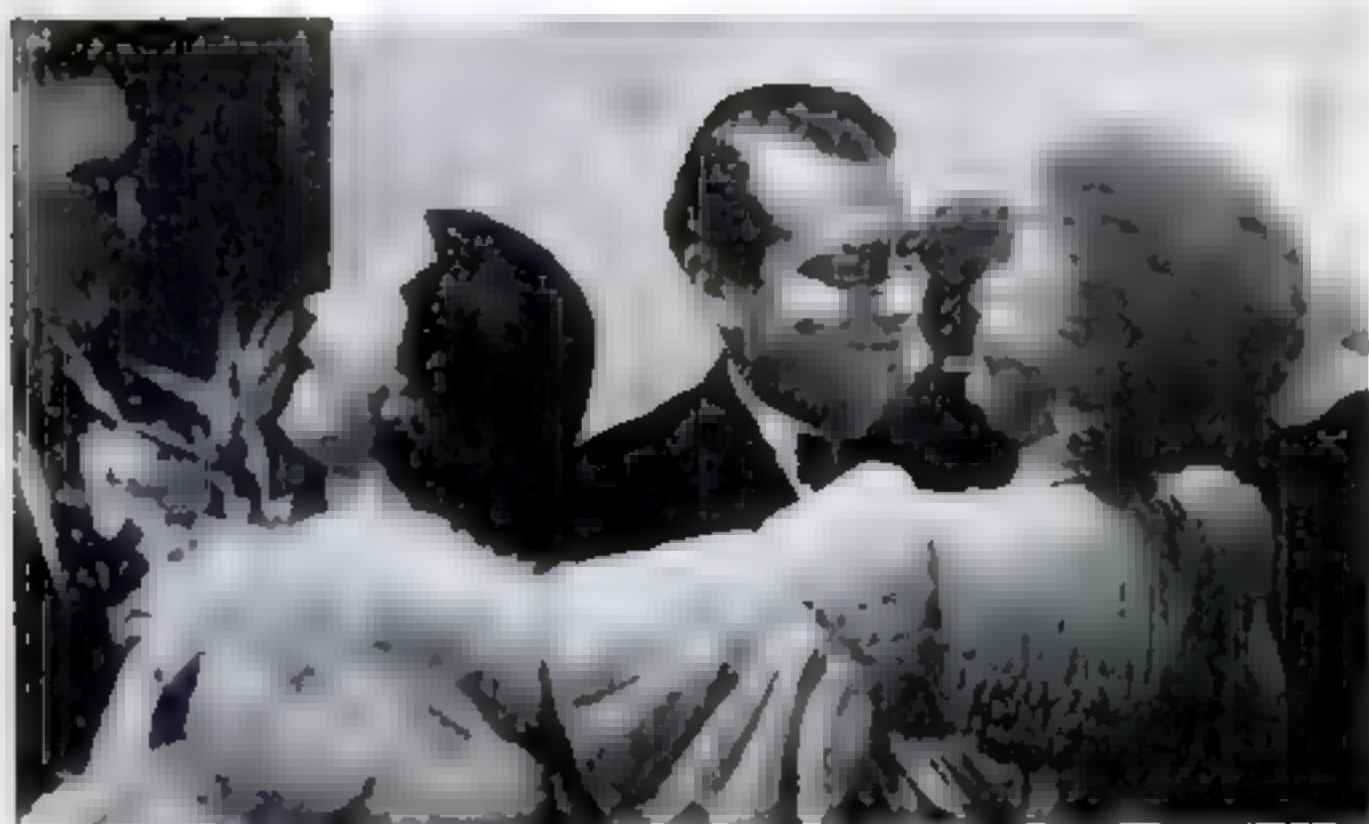
Distinctive modern of silver grey walnut with carved molding. Lane self-lifting tray and secret drawer in base. Model #2706. In American walnut, #2705. \$69.95.*



LIVING ROOM

Colonial Drawer Chest veneered with fine American cherry. Full-length drawer in base—three simulated drawers above. Model #2547. Decorator piece at \$89.50.*

LETTERS TO THE EDITORS



LADYLIKE GESTURE

EVENING WITH MARTIN

Sirs:

In your picture story, "Evening with Martin Enchants Londoners" (LIFE, Nov. 19), you showed Sir Laurence Olivier getting a smack on the lips from cute Mary Martin; but where was Lady Olivier?

MRS. NELES JUEL

Wauconda, Ill.

• Lady Olivier was present, but looking the other way (above).—ED.

TAX SCANDAL

Sirs:

Great article, "The Hands in the Taxpayers' Pockets" (LIFE, Nov. 19).

Thanks for letting us—the average Americans—know.

BEST WOLF

Baltimore, Md.

Sirs:

This is not meant to be critical of your article, as I believe all dishonest government employees should be weeded out. However, there can be no corrupt government without a corrupt citizenry. The few Bureau employees who are dishonest reflect the conduct of the dishonest taxpayers. . . .

I am sure the thousands of honest Bureau career employees would like to receive full cooperation of the public to help us build a strong and honest government service.

A REVENUE AGENT

Sirs:

Hats off to Senator John J. Williams of Delaware for his clean-up campaign of the Internal Revenue Department. Why don't more of our senators use their time and position as efficiently to improve our "Democratic" governmental maze?

MRS. R. H. ROBINSON

San Gabriel, Calif.

Sirs:

. . . I wish to point out one of the real dangers inherent in this situation: the possibility that the understaffed, underbudgeted Bureau of Internal Revenue will now fritter away its resources on self-examination, reorganization, reports to the Congress, and not-too-profitable racketeer investigations—thereby creating the largest tax loophole the honest "chiseler" ever had, a moratorium on the examination of his return.

DAVID S. LOGAN

Waukegan, Ill.

Sirs:

During the last six or seven years my laughter has received several printed notices that she had not paid her income tax. Luckily we could always

produce the receipt and thus avoid double payment.

But I vividly remember one day several years ago when we also got such a notification and, after having dug up the tax receipt, I went to the tax collector's office, where there was a long line of people. A few of them complained that they had paid, but could not find the receipt. I wondered whether this was not a racket of the employees whereby they would have the poor victims pay doubly and thus pocket the second payment. When I presented my receipt, the man in question did not even apologize for the mistake.

LUCIE OTTEIN

New York, N.Y.

200 YEARS OF THEATER

Sirs:

Thanks for bringing our country's theater history to excellent pictorial "fitful maturity" ("200 Years of U.S. Theater," LIFE, Nov. 19) for us theater enthusiasts of the hinterlands.

TOM SCHEVEN JR.

Birmingham, Ala.

Sirs:

The two leading actors in the scene from *Uncle Tom's Cabin* are Wilton Lackaye as Uncle Tom, and Theodore Roberts as the archfiend, Simon Legree, wielding the traditional black-snake whip over the former's padded shoulders.

The choice of Roberts as the sinister Legree was pure inspiration. Other Legrees had long, black, snaky locks, with a jet chippiece and drooping mustaches, but Theodore Roberts was redheaded and baldish, with a broken nose and glowering, savage face. . . .

Many years ago I came across this photo that conveys the spirit that Roberts caught in his role.

HARRY BIRDOFF

New York, N.Y.



ROBERTS AS LEGREE, 1901

CONTINUED ON NEXT PAGE

"I got you covered!"



"Better be careful, Jim. Our Billy is a dangerous buckaroo."

"He certainly worships his horse opera heroes. But I'm working on an idea that'll make the lad proud of his dad too."

"Don't tell me you're taking to the saddle!"

"Hardly . . . I am making a kind of 'roundup' though—of our hopes and plans for the future. You'll be happy to hear that our Billy is assured of money enough for four years in a good college, no matter what happens to me."

"How can you be so certain, dear?"

"Because a Mutual Life Field Underwriter showed me how I can afford an Educational Fund Policy that provides a thousand dollars a year for four years, starting in 1961 when Billy's ready for college. So you see, between Billy and The Mutual Life, I am really covered."

What's your heart's desire? A good start in life for your children? Family security? A comfortable retirement? All of these can be realized through Mutual Life's INSURED INCOME planning . . . which takes into account your Social Security and other assets. Let our Field Underwriter explain how Insured Income can help you.

LEARN WHAT THE New Expanded Social Security MEANS TO YOU!

SEND FOR FREE BOOKLET—with the facts about Social Security . . . its value . . . and how it teams with your life insurance. If you are 45 or under, you'll be particularly interested in this booklet. Mail the coupon today. You'll also learn about the official records you need in order to collect benefits later without delay.

SOCIAL SECURITY BENEFITS FOR YOU AND YOUR FAMILY

WEATHER * STAR ATOP OUR HOME OFFICE — FLASHES OFFICIAL WEATHER FORECASTS



THE MUTUAL LIFE

INSURANCE COMPANY OF NEW YORK

1740 BROADWAY AT 55TH STREET • NEW YORK 19, N.Y.

Yes, I would like your FREE Social Security Booklet—L-78.

NAME DATE OF BIRTH
HOME ADDRESS CITY
COUNTY STATE OCCUPATION

STARLAC Nonfat Milk

Tastes so good! So thrifty, too!



**Starlac is fresh, pasteurized milk
with only the water and fat removed**

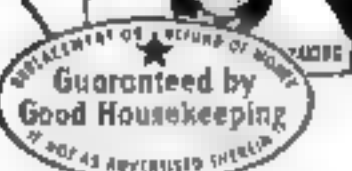
You just replace the water, mix in less than a minute, and chill. You'll have wonderful-tasting nonfat milk, rich in body-building nourishment. Remember, every glass of Starlac brings you the same health-giving proteins and minerals, the same important B vitamins and lactose that you get in the finest milk you can buy.



When you realize all the goodness Starlac brings you, at such a fabulously low price, you'll know why millions of smart homemakers are using Starlac for drinking, cooking, whipping. Discover this bargain of bargains today. Remember, your family will love the taste of Starlac. And you'll love its low, low price!

Starlac makes 5 quarts nutritious nonfat milk

FOR AS LOW AS **40¢***



© The Borden Co.



**DELICIOUS, NUTRITIOUS
for DRINKING, COOKING, WHIPPING**

Get Starlac at your grocer's today. You know it's Borden's — it's got to be good!

* Slightly higher in some areas.

LETTERS TO THE EDITORS CONTINUED

Sirs:

Your buxom beauties of yesteryear brought to mind how much nicer it would be to hug one of them compared to the diet-crazed bone racks of Hollywood. Do you know what Anna Held's waist measured, by the way?

C. COLLINGWOOD

Oakland, Calif.

● 20½ inches. A corset could bring it down another inch. ED.

Sirs:

Your article describing my mother, Lillian Russell, was a shock and heartbreak to me.

Lillian Russell may have enjoyed an occasional game of poker—but as for "swearing like a trooper," she abhorred even slang.

I have denied the "Diamond Jim Brady" myth over and over. He and Lillian Russell had mutual friends, but never spent any time together except in their company. Mr. Brady held her in such awe that he would never dare to offer her jewels no matter what the occasion. As for a diamond-studded bicycle, that is another myth. The one referred to no doubt was the gold-plated wheel presented to her by a bicycle company because she had purchased so many for all the members of her family, myself included.

You may think these vicious tales cannot hurt Lillian Russell, because she has passed on. But these tales do hurt her because she is very much alive in the hearts and minds of those who loved and admired her.

She died in the service of her country as a commissioner to investigate immigration problems abroad and was buried with military honors, as she was an honorary colonel in the U.S. Marine Corps.

LILLIAN DOROTHY RUSSELL

New York, N.Y.



MISS RUSSELL WAS A CYCLIST

● Lillian Dorothy Russell Solomon de Castiglione Einstein Dunsmuir O'Reilly Calvit does not agree with accepted biographies of her mother and of Brady, which vouch for the bicycle and for the friendship between Miss Russell and Diamond Jim. They met when she was entertaining at Tony Pastor's Music Hall, which was handy enough to Tammany Hall for him to drop in on her every day. They frequently went bicycling together, Miss Russell riding on her gold-plated, diamond-studded wheel, which also had mother-of-pearl handlebars.—ED.

ONE YEAR'S FOOD

Sirs,

... While you have the right number of chickens, turkeys, pears (cans), and pounds of butter and margarine in the list and the picture ("A U.S. family of four eats 2½ tons in one year," LIFE, Nov. 19), the milk, evaporated milk and cans of peaches are wrong.

The list states that there are 698 quarts of milk, 56 cans of evaporated milk and 20 cans of peaches. I found that there are 699 bottles of milk, 37 cans of evaporated milk and 21 or more cans of peaches.

I have just noticed a can of pears in the pushcart, making a total of 16 cans to the list's 15 cans.

JAMES BROWER

Hanover, N.J.

Sirs:

The photographer was only required to show 690 lb. of potatoes—not 720 lb.; 131 doz. eggs—not 145 doz.; 48 pkgs. of cereal—not 53, 20 cans of peaches—not 22, 15 baskets of tomatoes—not 17.

C. J. BOFFARDI

Elmont, N.Y.

Sirs:

Doesn't father Czekalinski ever bring home the bacon?

HOMER MARTIN

Mason, Texas

Sirs:

What, no SALT?

If every U.S. family ate as insipidly as the Czekalinskis, I wouldn't be eating at all. . . .

C. L. HUSTED

Morton Salt Company
Silver Springs, N.Y.

Sirs:

... I consider them unique if, with two growing boys, they can exist for a year without purchasing a single jar of peanut butter!

Mrs. J. B. CORNISH

Gillette, N.J.

Sirs:

I, as a biscuit salesman, noticed one omission. . . .

R. A. SMITH

Bellefontaine, Ohio

● A & P, who arranged the picture, used a Department of Agriculture list of basic commodities, simplified it by having 350 lb. of sugar represent all sweets, 180 loaves of bread stand for all bakery products, etc. Lack of salt, however, was pure forgetfulness. ED.

CONTINUED ON PAGE 18

Address all editorial and advertising correspondence to LIFE, 40 Rockefeller Plaza, New York 20, N.Y.

Subscription Service: J. E. King, Gen'l Mgr. Address a letter with your correspondence to LIFE, 540 N. Michigan Ave., Chicago 11, Illinois.

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Left: Flowery compliment from the popular Petal-Cup pattern Center: Latest million dollar hold-up dreamlined to form Right: Your ardent admirer of the famous A'Lure family

You don't need a halo to look heavenly, angel!

Let your Warner-wonderful bras take the burden off your shoulders and make the most of your natural resources. Their aim in life is to be the uplifting influence in yours.

Dozens of artful designers spend most of their waking hours dreaming up new views for your personal outlook. Then expert seamstresses bring these dreams to life. *Your* life.

And what a wonderful life! For there are *no plain girls* in Warner's bras. Just lovely little girls with new distinction, and beautifully controlled big girls. All fashion-fit-and-free to go anywhere, do anything—in any mode!

Choose yours from dozens of styles, all 3-Way-Sized with adjustable closings. \$1.50 to \$10 at the nicest stores, here and in Canada.

WARNER'S
3-Way-Sized
Foundations and Bras

WORLD FAMOUS FOR LE CANT® • WARNERETTE® • FREE-LIFT®
A'LURE® • STA-UP-TOP® • Reg. U. S. Pat. Off.
The Warner Brothers Company, New York 16, Chicago 6, San Francisco 9



*When dreams
are in the making*

Of all life's bright and shining hours, this precious one will stand alone — reflected forever in the exquisite beauty of love's eternal symbol — your Keepsake Diamond Ring.

For this day so long to be remembered, your diamond ring must be selected with infinite care, to glow with special meaning always. Keepsake — as perfect and enduring as your love — is truly the choice above all others.

In selecting your diamond ring, be guided by the name, Keepsake, in the ring and the words "guaranteed registered perfect gem" on the tag. True value is assured by the famous Keepsake Certificate signed by your jeweler and Keepsake. Be certain it's a Keepsake, the only ring awarded two Fashion Academy Gold Medals. In a wide range of styles, at prices from \$100 to \$10,000.

For the name of your nearest Keepsake Jeweler, call Western Union by number and ask for Operator 25

A. LUXORA Ring \$500. Wedding Ring 150 B. CAMERON Ring \$200. Also 100 to 2475. Wedding Ring 12 50. C. BERKELEY Ring \$125. Wedding Ring 75 D. CHATELAIN Ring \$300. Also 1650. Wedding Ring 87 50. ★ Man's Diamond Ring \$125. Available at 75 to 250 to match all engagement rings. All rings illustrated available in white as well as natural gold. Prices include Federal tax. Rings enlarged to show details.

FREE

Useful booklets, "The Etiquette of the Engagement and Wedding" and "Choosing Your Diamond Ring". Also 48-page "Bride's Keepsake Book" gift offer and your Keepsake Jeweler's name.

NAME _____

STREET AND NO. _____

CITY AND STATE _____ L12-51

AMSTERDAM ANTWERP HOME OFFICE — SYRACUSE, N. Y.

Keepsake Diamond Rings, A. H. Pond Co., Inc.
120 East Washington, Syracuse 2, N. Y.

LETTERS TO THE EDITORS

CONTINUED

VISHINSKY'S BIG LAUGH

Sirs:

I was surprised to observe the conspicuous absence of Andrei Vishinsky's upper premolars in your Picture of the Week (LIFE, Nov. 19).

It is quite a paradox that the foreign minister of a country supposedly so interested in the welfare of its people should have to do without such important dental prostheses. Is it possible that there is no time for dentistry in a country so highly geared for modern warfare?

ARTHUR M. SCHORR, D.M.D.
New York, N.Y.



● Vishinsky (above) doesn't seem to care how his teeth look as long as they still chop. A dozen dentists wrote LIFE about the missing molars.—ED.

GORILLA HUNT

Sirs:

One of the cruellest articles I've ever read was "LIFE Goes on a Gorilla Hunt" (Nov. 19). Come now, who in America wants to see a gorilla that badly?

ANN MCKEAGE
Montrose, Pa.

Sirs:

Let me suggest we extend the Marshall Plan to the gorillas of Africa so that they may defend themselves against some of our inhuman humans.

CHARLES E. SPENCER
Fredericksburg, Va.

DEERFIELD'S BOYDEN

Sirs:

Miles and years from Deerfield, I read your article ("The Head Begins His 50th Year," LIFE, Nov. 19) with a feeling of nostalgia. As one of the nine headmasters who owe their training to Frank L. Boyden, I want to thank you for your understanding story of "The Head."

ASA TENNEY
The Tenney School
Center Point, Texas

CORDON BLEU

Sirs:

Your article, "First, Peel an Eel..." (LIFE, Nov. 19), might better have been called "First Learn How To Peel An Eel." I peel my eels by taking a piece of sandpaper and rubbing the sides of the tail; this loosens the skin. Then start pulling the skin toward the head; after you reach the head with

*for the man
in your life
for the shave
of his life...*



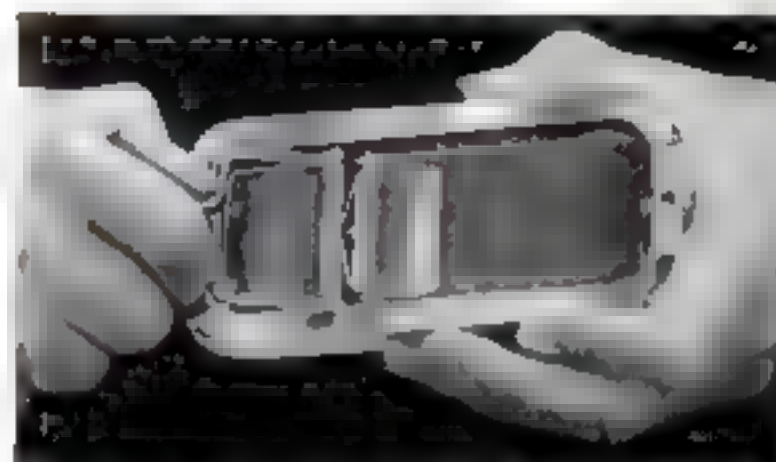
*the finest
razor in the world!*

He'll thank you Christmas morning and every morning for years to come. He'll get easier shaves and cleaner shaves every time, because Rolls Razor is the only safety razor with the personally-controlled cutting edge.

He can "edge" the Sheffield steel blade to suit himself exactly, because the Rolls has its own built-in strop and hone. Other razors can be either too dull or too sharp... Rolls Razor is always perfect! Assures swift, smooth, "one-stroke" shaving like that of a master barber. A Rolls will give him cooler, easier, longer-lasting shaves, too.

One blade lasts for years!

Users have written us to report fifteen, twenty, twenty-five years of service from a single blade! Rolls Razor is the only safety razor that eliminates the fuss—the week-in-week-out expense—of buying blades. That's how the Rolls pays for itself.



This Christmas, many lucky men will find new shaving comfort with a Rolls Razor. How about the man in your life? Compact unit is beautifully packaged in blue, satin-lined case. Only \$15. No luxury tax.

ROLLS RAZOR

338 Madison Avenue, New York 17, N. Y.

CONTINUED ON PAGE 21

Lavender—Compressed Lavendomeal,
Talc, English Lavender, Lavender Soap, \$5.65.
Others, \$2.50 to \$23.50



Be a Christmas Angel give fragrant gifts by **YARDLEY**



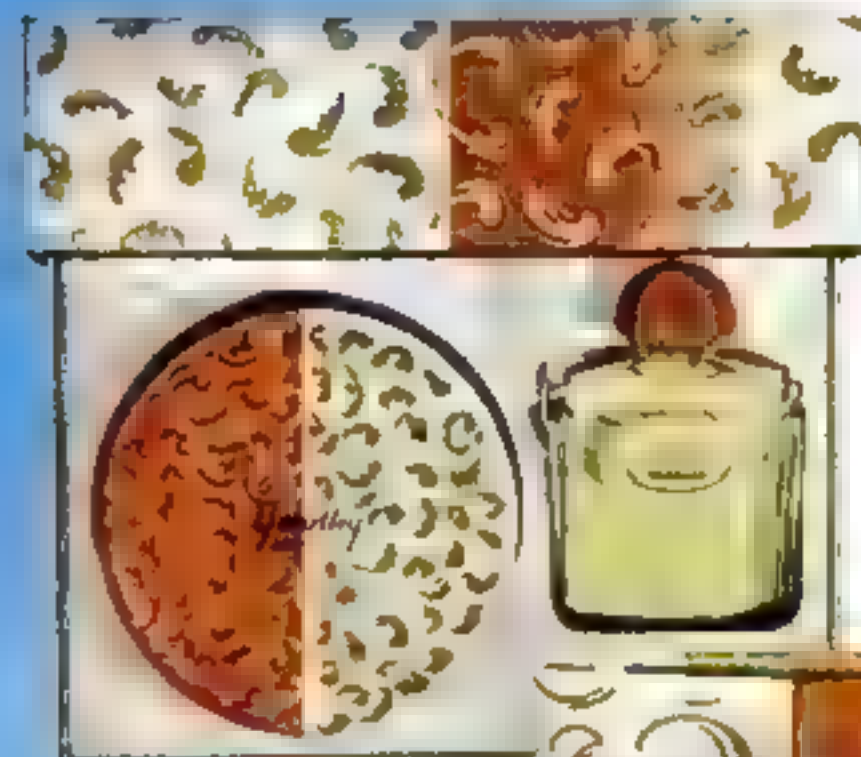
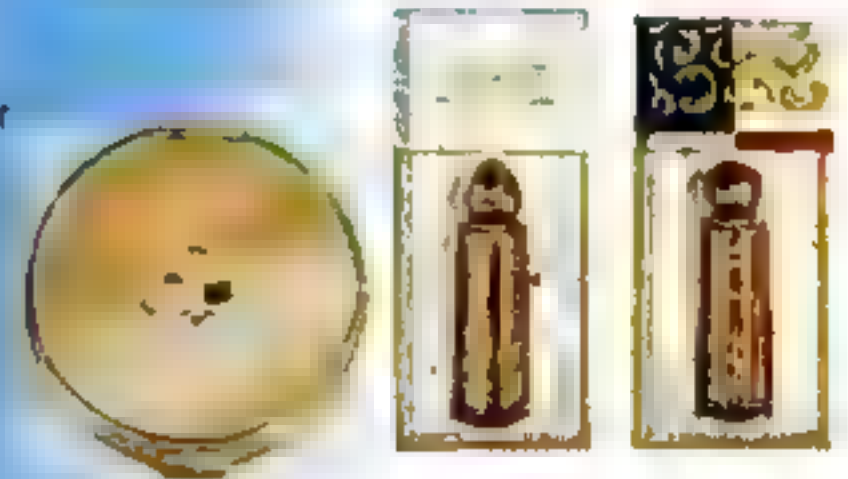
Stocking Fillers:

Feather-Pressed Powder
Compact, \$3.75

Compressed Lavender
Blossoms, \$1.50

Lotus Perfume Purse
Fiacon, \$2

"Bond Street" Perfume
Purse Fiacon, \$2



"Bond Street"—Dusting Powder
and Toilet Water, \$3.75.
Others to \$13.75



"Bond Street" Perfume, \$2.75 to \$15
Lotus Perfume, \$3 to \$17.50
April Violets Perfume, \$2.50 to \$6
Fragrance Perfume, \$2.50 to \$6



Lotus—Perfume, Dusting Powder, Cologne,
Sachet, \$8.65. Another set at \$3.90

Gentlemen's Favorites—
Shaving Bowl,
After Shower Powder,
After Shaving Lotion,
Lavender Soap, \$4.75.
Others, \$1.75 to \$16

All prices plus tax

Yardley products for America are created in England and finished in the U.S.A. from the original English formulas, combining imported and domestic ingredients. Yardley of London, Inc., 620 Fifth Avenue, New York City.

Jack Barry and his "Juvenile Jury" kids say "Here's a 'FRIENDSHIP TREE' full of CHRISTMAS TAPE TRICKS!"

This year again . . . trim a "Friendship Tree"! It's a new Christmas custom that's fast becoming a family tradition in millions of homes . . . taping Christmas cards from your friends on your tree with loops of cellophane tape! Jack Barry and his "Juvenile Jury" youngsters, radio and TV favorites, show you this and other ways "Scotch" Brand tapes make yours a merrier Christmas!



"CARDS LOOK GREAT taped around mirrors and doorways," says Dickie Orlan. "I specially like the splashy colored ones!"



"I'M MAKING paper chains for decorating," says Mar-Lan Rogoff. "All it takes is colored paper and cellophane tape!"



"HERE'S A CUTE IDEA" says Foni Ruby Plotkin. "Spell out names and greetings on your gifts with strips of 'Scotch' Gift Wrap Tape."

NO WORK
AT ALL to
decorate with
"SCOTCH"
BRAND TAPES



TAKE A 5 INCH STRIP of "Scotch" cellophane tape and press one end firmly on the card. Pass tape over twig and stick the other end tightly to the back of the card. For best results, be sure to use genuine "Scotch" Brand, America's No. 1 cellophane tape!



SEE THE "FRIENDSHIP TREE" decorated by the "Juvenile Jury" youngsters! It will be shown during the regular "Juvenile Jury" program on NBC TV next Sunday. See your local paper for time and station. It's a program your whole family will enjoy!



"FRIENDSHIP ARCH" with colorful greet cards taped to woodwork adds warmth and beauty to a no-day room. Caution: "Scotch" Brand tape sticks tight—so better apply only to hard surfaces—like woodwork or glass—never to wallpaper or painted walls.



"YOUR NAME CARDS won't get lost if you tape them on presents with these cute 'Scotch' Gift Seals," says Ronny Owens.



"MY MOM likes sprigs of holly," says Ronny Molluzzo, "so I'm taping some on her Christmas present. Doesn't it look nice?"



"TAPE CHRISTMAS CARDS on your mantelpiece, too," says Laura Mangels. "They make the whole house look Christmas-y!"



"GIVING MONEY or savings bonds this year?" asks Bobby Catano. "Decorate the envelope with strips of colored tape!"



"Gifts look swell wrapped the 1-2 way with 'SCOTCH' Brand tapes..." says Patti Milligan



1

HOLD WRAPPINGS in place with the tape that means permanent, easy sealing... "Scotch" cellophane tape.

2

ADD A GAY DESIGN all your own with strips of colorful "Scotch" Gift Wrap Tape or "Scotch" Gift Seals.



SCOTCH
Gift Wrap
Tape



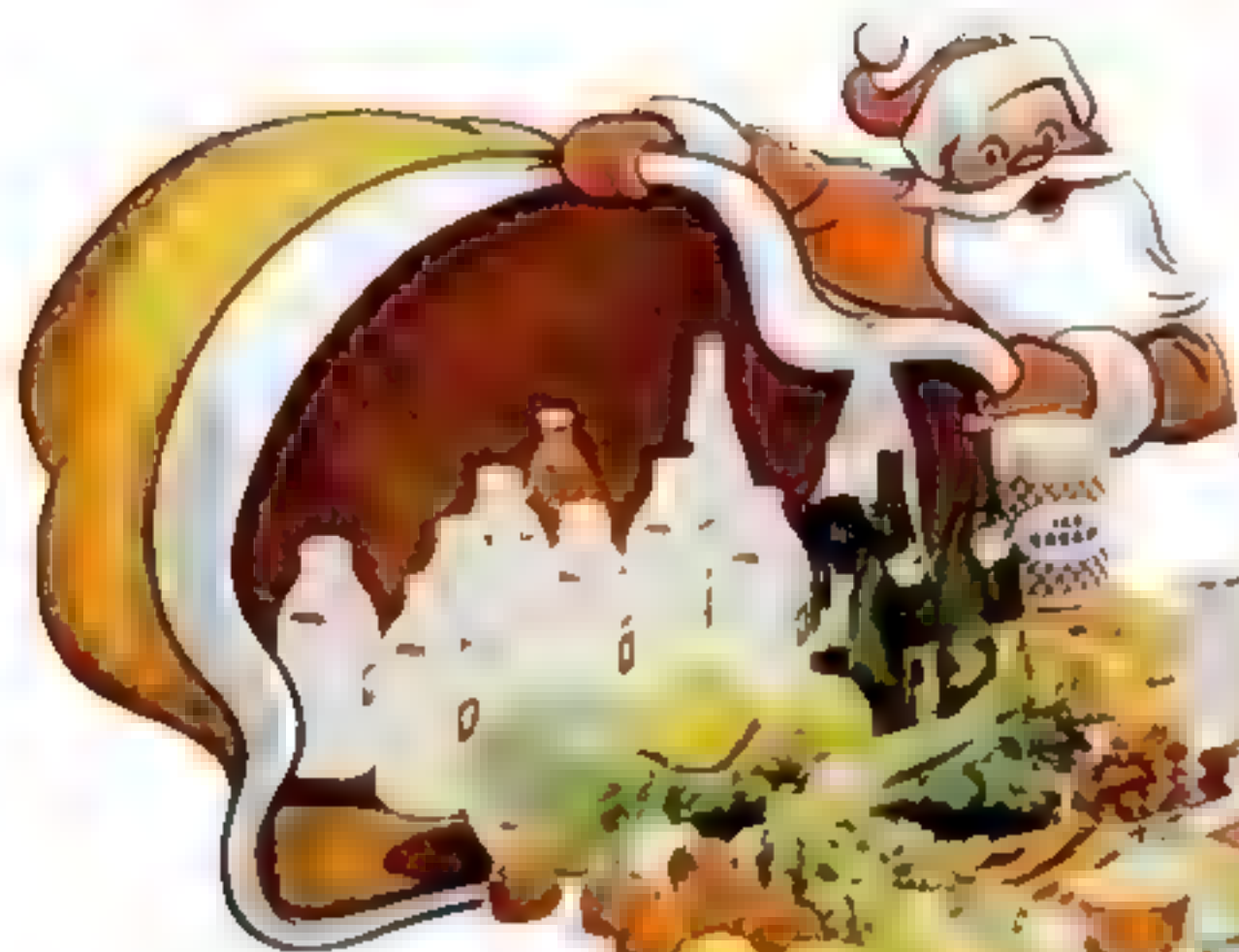
SCOTCH
Cellophane
Tape



WORKING NEW DESIGNS in "Scotch" Gift Wrap Tapes are 10¢ and 25¢ a roll at stores everywhere. Get "Scotch" Gift Seals, too. 50 colorful seals in 6 different holiday designs in a handy dispenser, 25¢. Use these bright tapes to add distinctive touches of color to all your holiday decorating.

TRANSPARENT AS GLASS thrifty "Scotch" cellophane tape is ideal for all kinds of sealing, holding, mending jobs. **IMPORTANT:** There's more than one brand of cellophane tape. For quality, always insist on the "SCOTCH" brand, and look for the gay red-and-green plaid dispenser. 10¢, 15¢, 25¢ and 39¢.

"Scotch" and the plaid design are registered trade marks for the more than 100 pressure-sensitive adhesive tapes made in U.S.A. by Minnesota Mining & Mfg. Co., St. Paul 6, Minn.—also makers of "Scotch" Sound Recording Tape, "Underseal" Rubberized Coating, "Scotchline" Reflective Sheeting, "SafeWalk" Non-slip Surfacing, "3M" Abrasives, "3M" Adhesives. General Export: Minn. Mining & Mfg. Co., International Division, 270 Park Ave., New York 17, N. Y. In Canada: Minnesota Mining & Mfg. of Canada, Ltd., London, Canada. ©1951 3M Co.



More Food Space

General Electric Refrigerators give you much more storage space than many old-style refrigerators now in use—yet they occupy no larger floor area!

Here's what you've always wanted: space for plenty of milk bottles, space for fruits, space for vegetables, space for frozen foods, space for leftovers. All the items shown here can be placed easily in the G-E NH-10 Refrigerator.



Model illustrated: NH-10. Most G-E Refrigerators are available with either right- or left-hand doors.

TWO separate appliances in ONE cabinet!

THIS CHRISTMAS, why not give her this wonderful General Electric Refrigerator-Food Freezer Combination. Actually it's two appliances in one cabinet.

1. A large food freezer. It has its own separate door, its own separate refrigerating system, and its own temperature control. It's not a short-time storage compartment for frozen foods. In it, you can freeze your own foods and safely store them up to a year, for it maintains safe, zero-degree temperature.

2. A de luxe refrigerator. The fresh-food refrigerator also has its own separate door, its own separate refrigerating system, and its own temperature control. In it, moist cold keeps your foods garden-fresh day after day. No other appliance made, we believe, can quite compare with the efficient, dependable General Electric Refrigerator-Food Freezer Combination.

See it today at your G-E dealer's and arrange to have it delivered to your home just before Christmas. Look for his name in the classified telephone book. General Electric Company, Bridgeport 2, Connecticut.

General Electric REFRIGERATOR-FOOD FREEZER COMBINATION

Trim and specifications subject to change without notice.



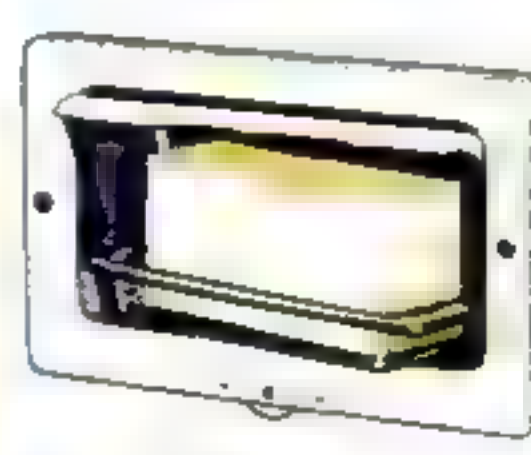
Redi-Cube Ice Trays. Just lift out as many cubes as you like. The rest will not drop out of the dividers. Cubes are crisp, clear.



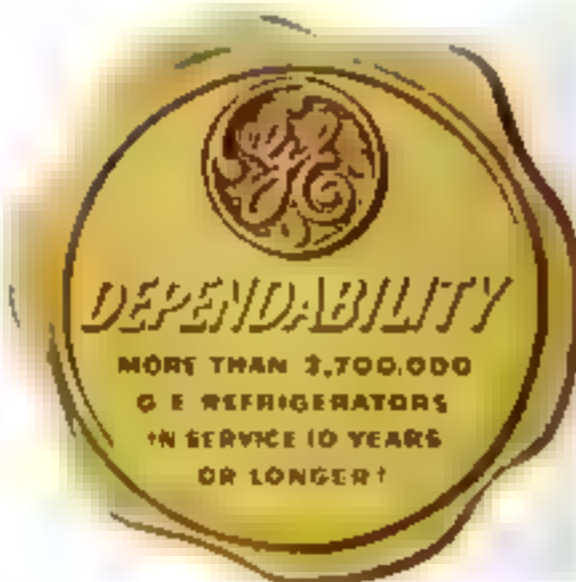
Vegetable Roll-Drawers roll quietly. So easy to keep clean. High-humidity cold keeps vegetables and fruits garden-fresh!



Frost does not build up in the refrigerator. Unwrapped foods do not freeze. In this G-E Refrigerator, foods remain crisp and fresh.



Special Butter Conditioner, built into the door of the G-E Refrigerator, keeps a full pound of butter at best mixing and spreading temperature.

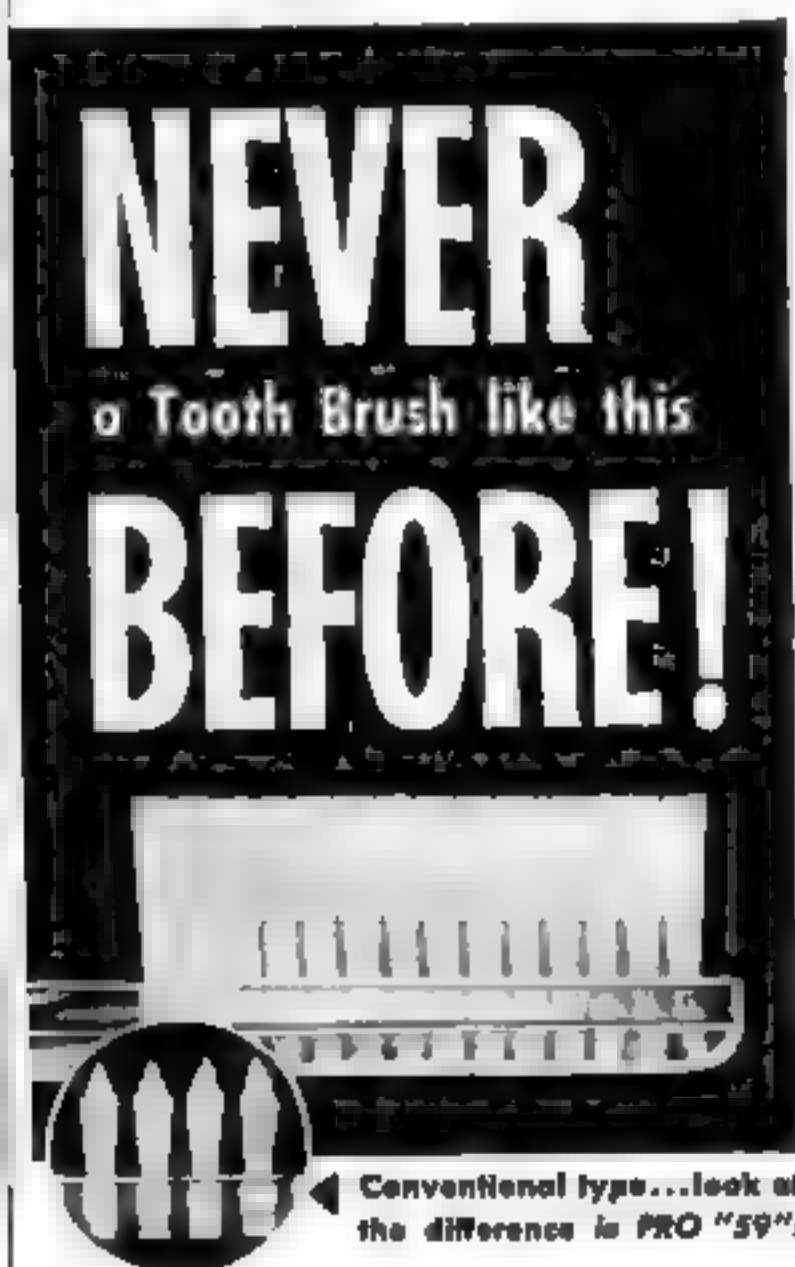


You can put your confidence in—

GENERAL  ELECTRIC



For best results, use cold water. Follow the label, avoid excessive use. Bromo-Seltzer is a product of Emerson Drug Company.



- Acclaimed by 40,000 dentists . . . in voluntary letters
- 3 Times as many bristles . . . finer, thinner, resilient
- Softer, gentler brushing action . . . greatest brush you ever used!

PRO "59"
A TOTALLY DIFFERENT TOOTH BRUSH

PRO-PHY-LAC-TIC BRUSH CO., Florence, Mass.

LETTERS TO THE EDITORS

CONTINUED

the skin, go to work with the knife. This method is not messy, as you have done no cutting till the skin was removed. And I'm a fisherman, not a cooking teacher!

E. WOLAK

Springfield, Mass.

AMERICA GOES HUNTING

Sirs:

After looking at the angles of the guns these men are carrying in "America Goes A-Hunting" (LIFE, Nov. 19), I understand why there are many hunting fatalities. How many got to the woods alive?

JEAN CHARLES NEFF

Watertown, N.Y.



HAPPY HUNTING GROUND

• Gun-toting experts agree that rifle barrel should point toward sky or ground.—ED.

LONELY BIG AIRPORT

Sirs:

Friendship International Airport (LIFE, Nov. 19) was not designed to meet the 1951 or 1952 air transportation needs of the community, but was projected for the developing needs of a decade or more ahead. The reason for this approach was the fact that so many cities over the years have designed airports and airport terminals that became obsolete within a few months of the time they were commissioned. . . .

While the 1951 national passenger-traffic gain for the airline industry in the first nine months has been estimated at 32%, the traffic gain at Friendship International Airport has consistently been around 63%.

WALTER F. PERKINS
Chairman

Airport Board
Baltimore, Md.

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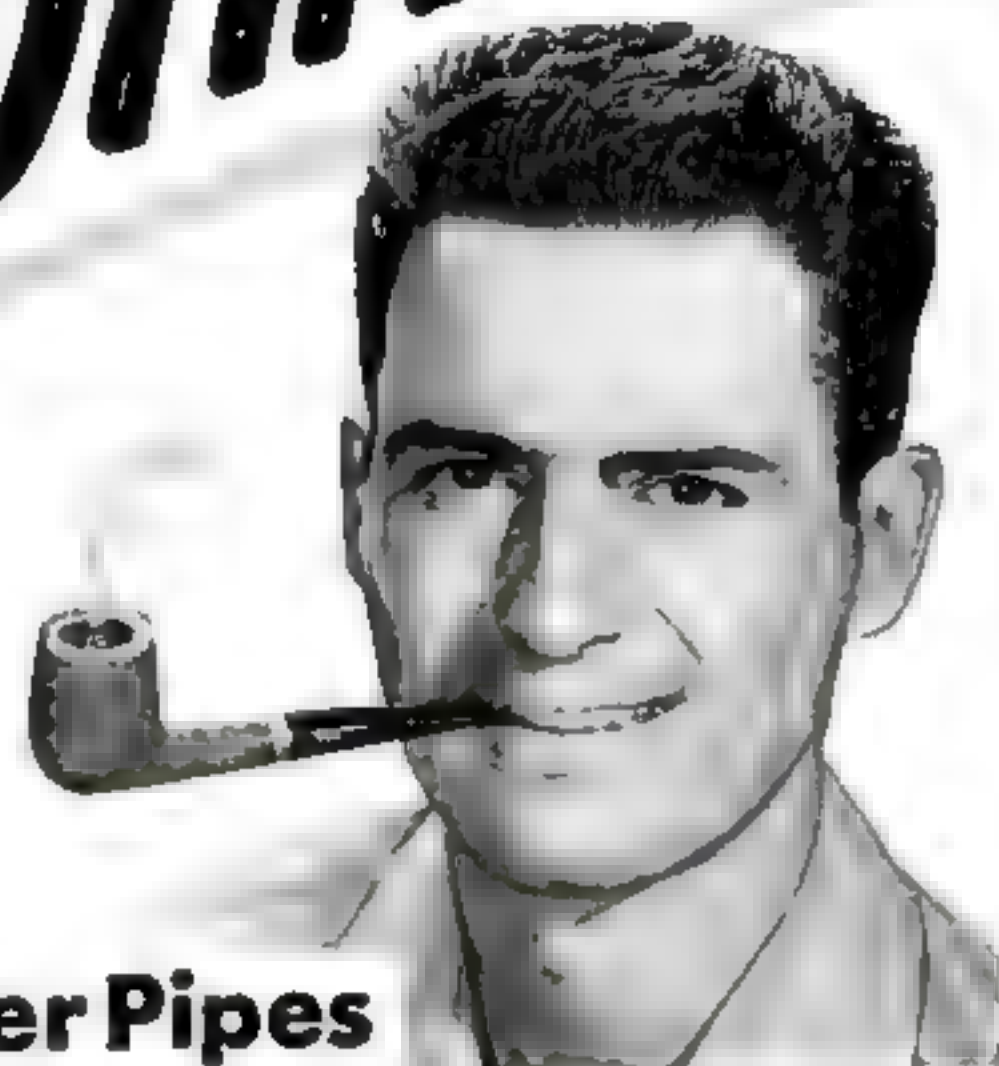
(Canada: 1 year, \$7.25)

Give to your newsdealer or to your local subscription representative or mail to LIFE, 540 N. Michigan Ave., Chicago 11, Ill. L-12-10

"I want to keep in trim, so I

THROW AWAY NICOTINE"

says N.Y. Yankees' JERRY COLEMAN, who smokes



MEDICO Filter Pipes

You've heard a lot of talk about nicotine—and the harm it can do. Play safe—switch to MEDICO Filtered Smoking.

When the filter in Medico Pipes or Cigarette Holders turns brown, simply throw it away with all the nicotine, tars, juices and flakes it has trapped. Insert a fresh filter and your Medico smokes cooler and cleaner, sweeter and drier.

This filter makes such a difference in smoking pleasure, that Medico is the fastest selling pipe in America! Select your Medico today—throw away nicotine from now on!

THEY PLAY SAFE with MEDICO FILTERED SMOKING



FRANKIE ALBERT, quarterback of San Francisco 49'ers, says "Nicotine will never throw me for a loss. I've switched to Medico Filter Pipes, and throw away nicotine."



MIKE TURNESA, famed member of world's greatest golfing family says: "Nicotine had me stymied till I tried a Medico Filter Pipe. Now I throw away all the nicotine it traps."



FINEST BRIAR MONEY CAN BUY.



NEW: MEDICO CREST . . . \$3.00
Finest Medico ever made. Exquisite Burgundy finish.

Other amazing Medico values:

MEDICO V.F.Q. . . . \$2.00

MEDICO MEDALIST. . . \$1.50

MEDICO Cigarette and Cigar Holders \$1.00

Write for new 1952 Style Catalog L. S.M. Frank & Co., Inc., 685 Fifth Ave., N.Y.

MEDICO FILTER PIPES

NEW FOR CIGARETTE SMOKERS

MEDICO Filterette DISPOSABLE CIGARETTE HOLDER

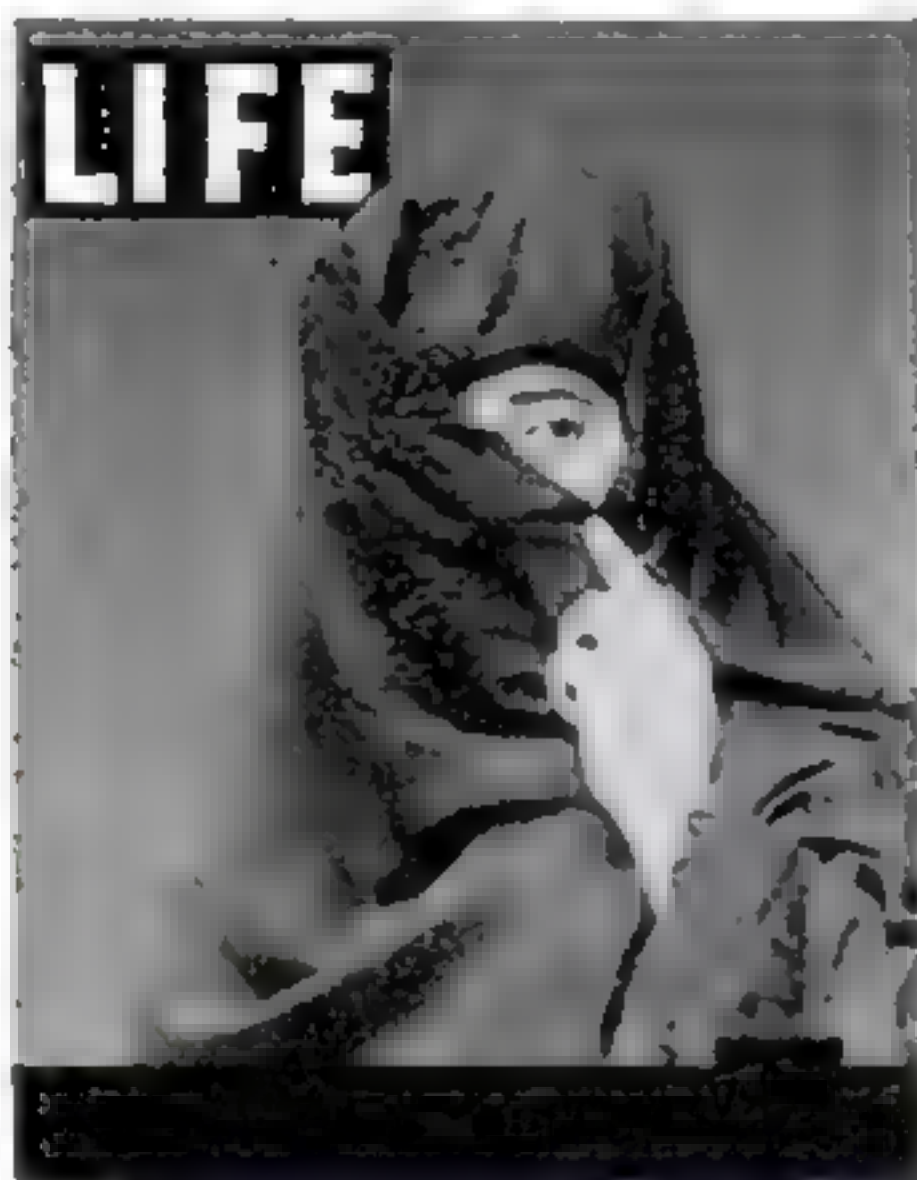
with the same wonderful filter 3 for 25¢

SPEAKING OF PICTURES...

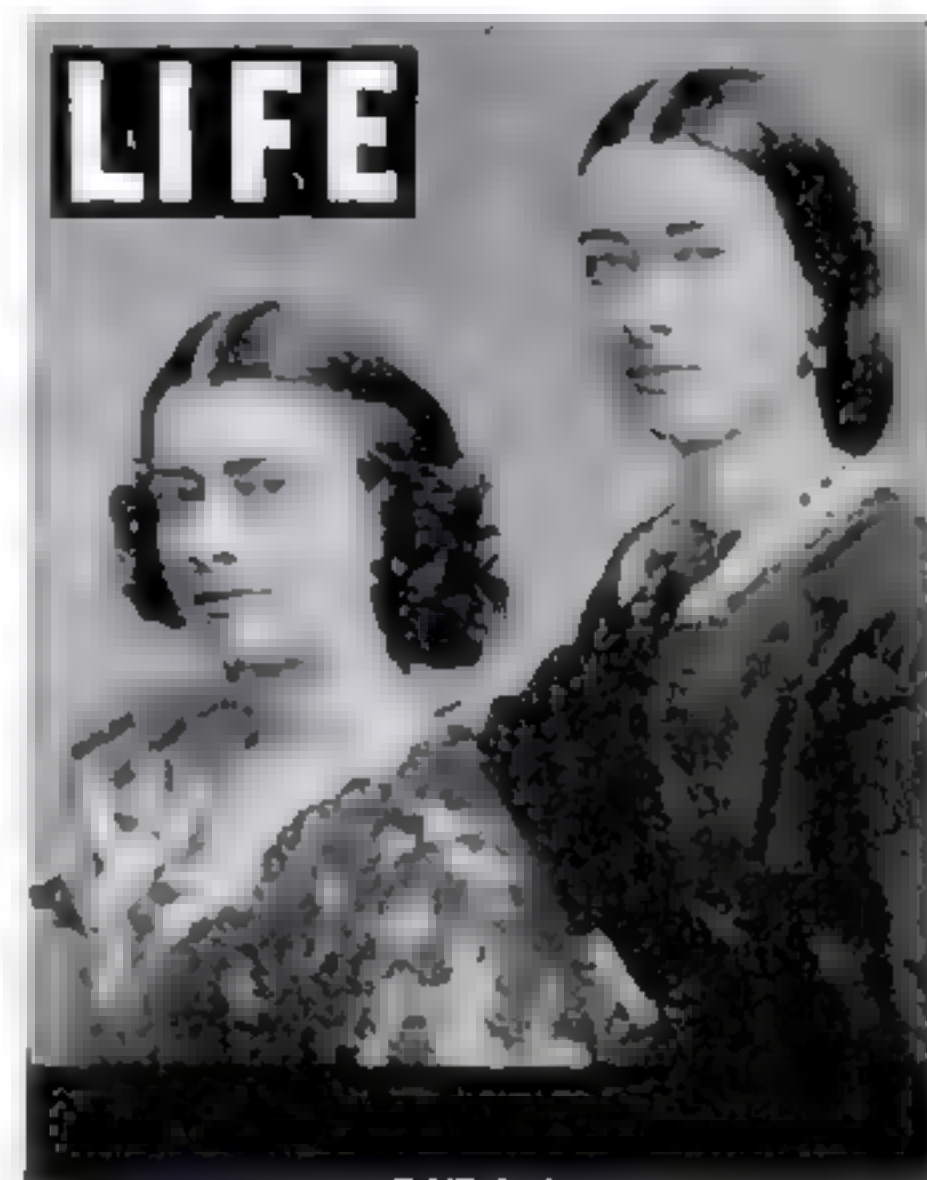
Old "cartes-de-visite" show how LIFE covers might have looked in 1860-70



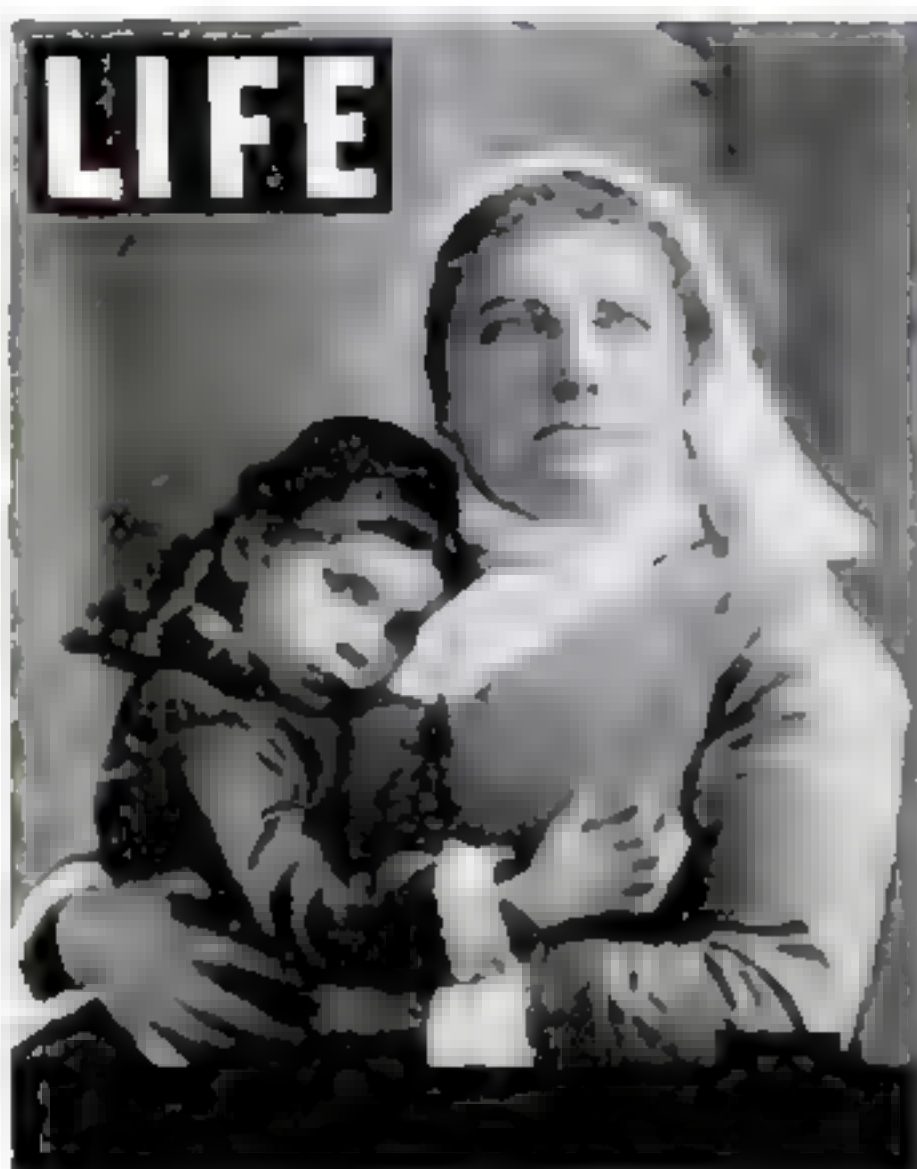
PEEK-A-BOO effect in Halsman's hat-over-face cover (above) has a prototype in old photo of a veiled society belle (right).



TWO-TOGETHER pose of bow-tie models (above) was used for old portrait of American Actresses Ada and Emma Webb (right).



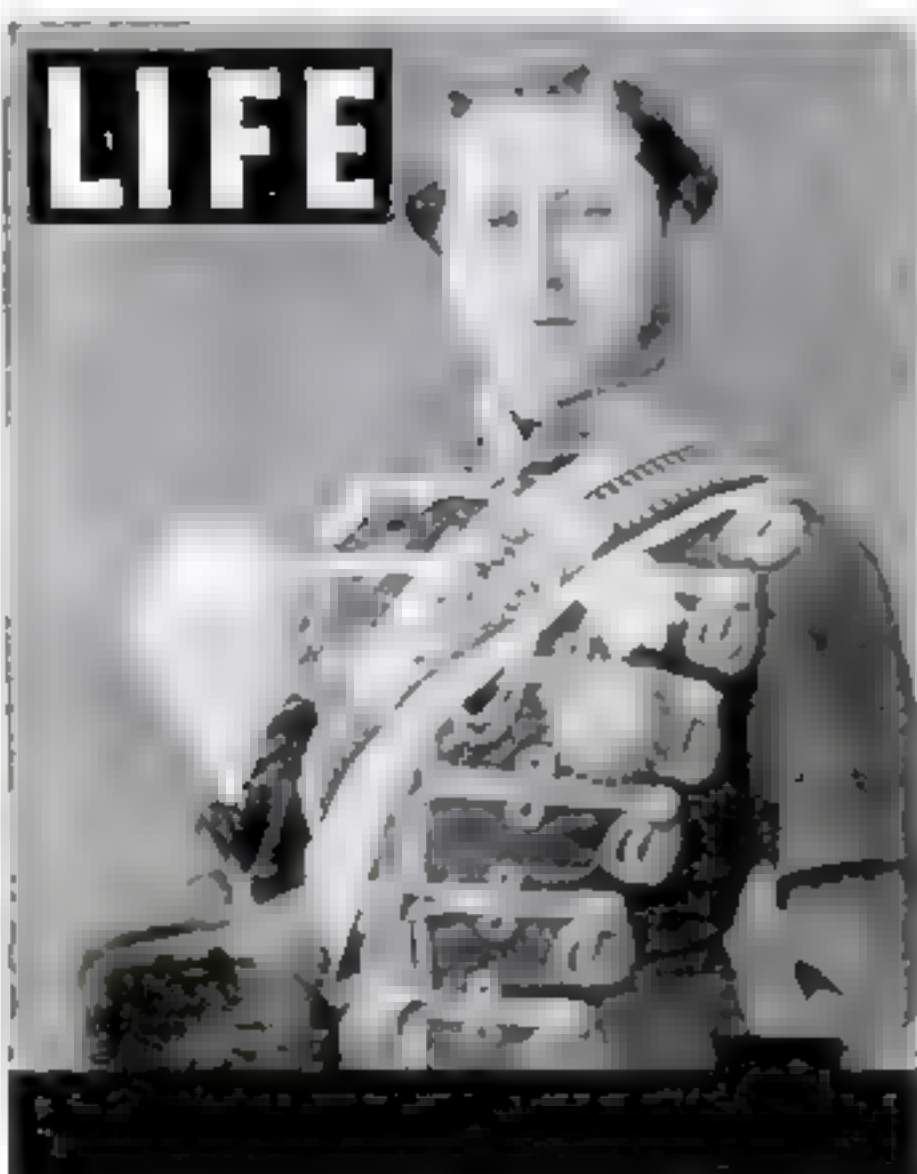
HEAD-ON-SHOULDER shot, like that of Duke and Duchess of Windsor, dramatized the devotion of mother to child (right).



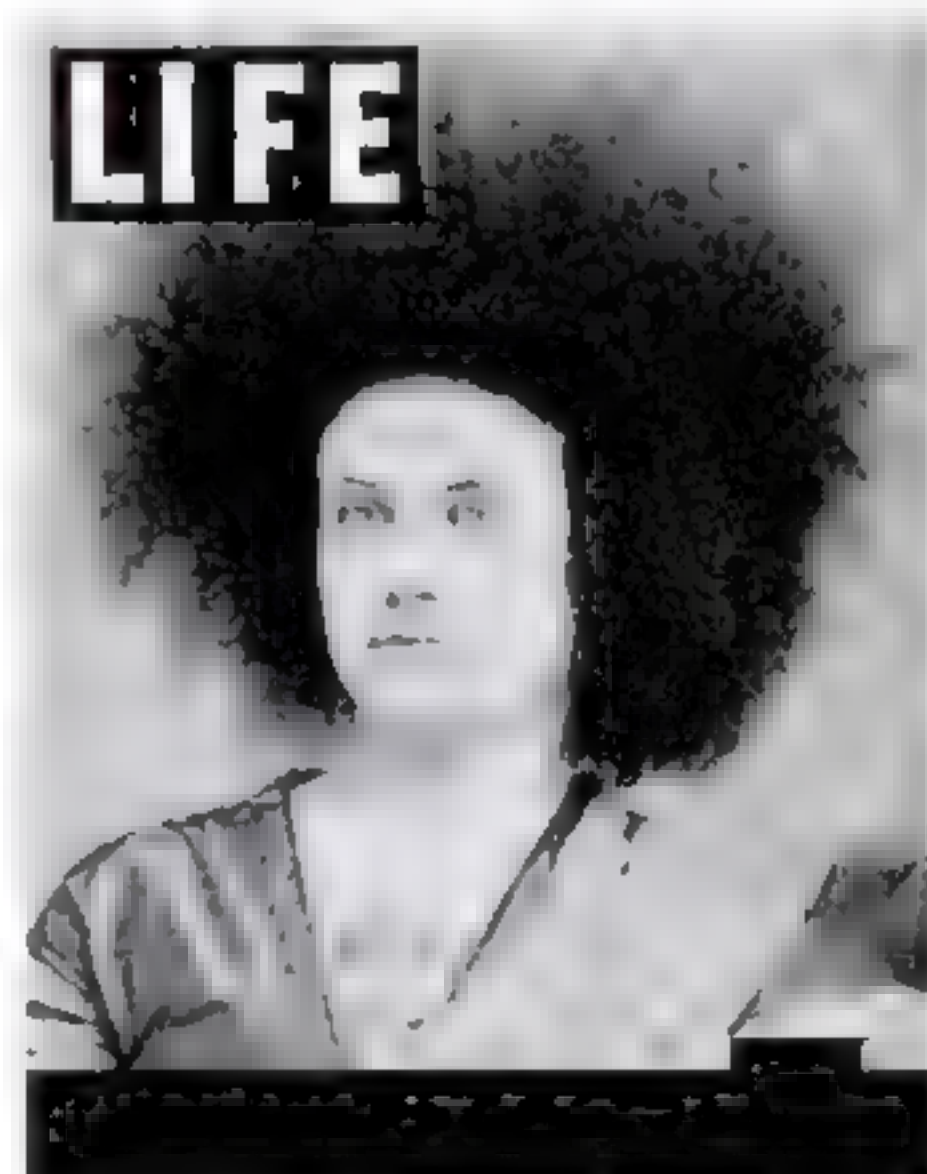
FUNNYFACE flaunted by Comedian Ed Wynn (above) came out effortlessly in this photo of a lady intellectual of the time.



MILITARY BEARING shown by Lieut. General Lauris Norstad (above) was stiffer when Edward VII was Prince of Wales.



ELECTRICITY (above) suggested by the frowzy-haired actress Gina was more pronounced in photo of a circus freak (right).



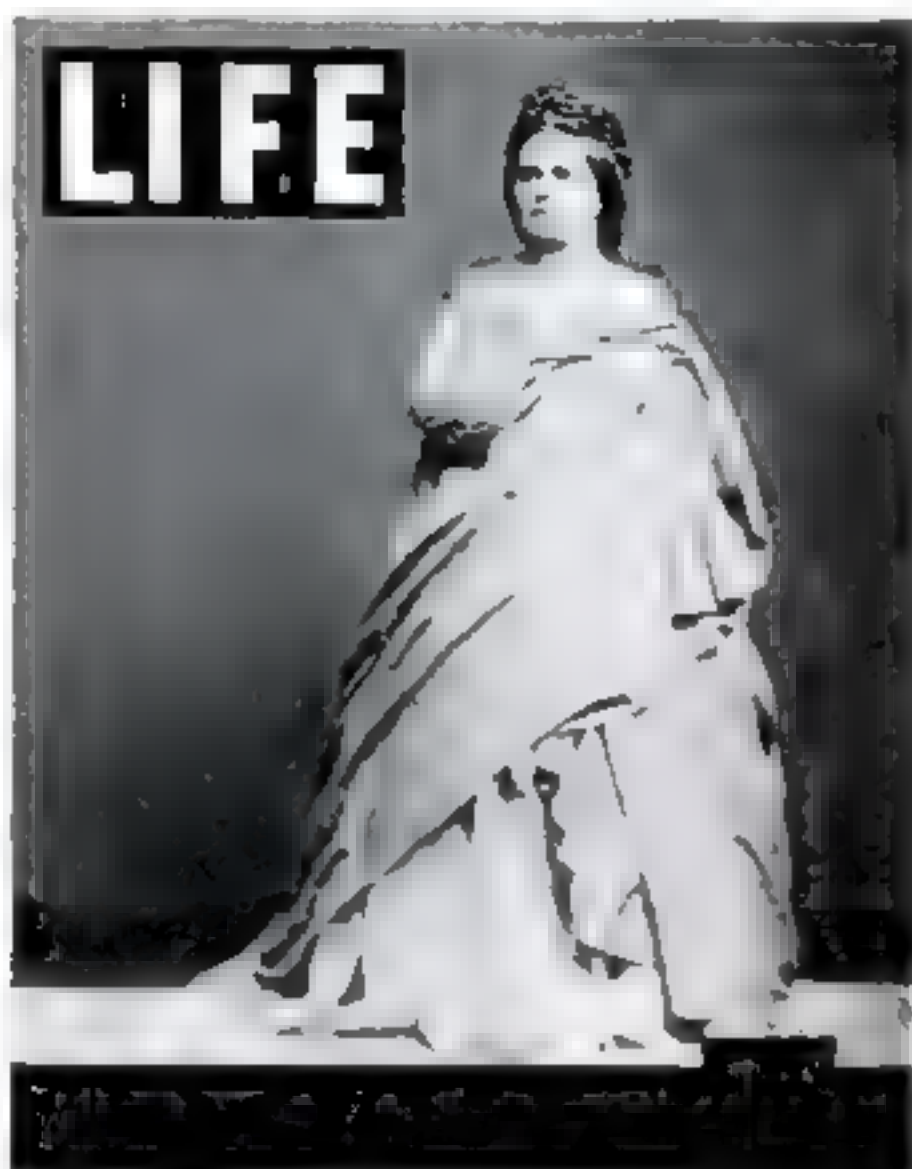
When Philippe Halsman made his 51st cover photograph for *LIFE* recently, the occasion was marked with a catalog of his cover portraits (*LIFE*, Oct. 15). Looking over the pictures, Philip Kaplan of Long Island was struck by certain similarities to a collection of old portraits which

he had. These pictures, made by European and American photographers in the 1860s and 1870s, are small in size (2½ x 4 inches) and are known as *cartes-de-visite* because they were often used in place of calling cards. The photographers were top-notch and innovations which

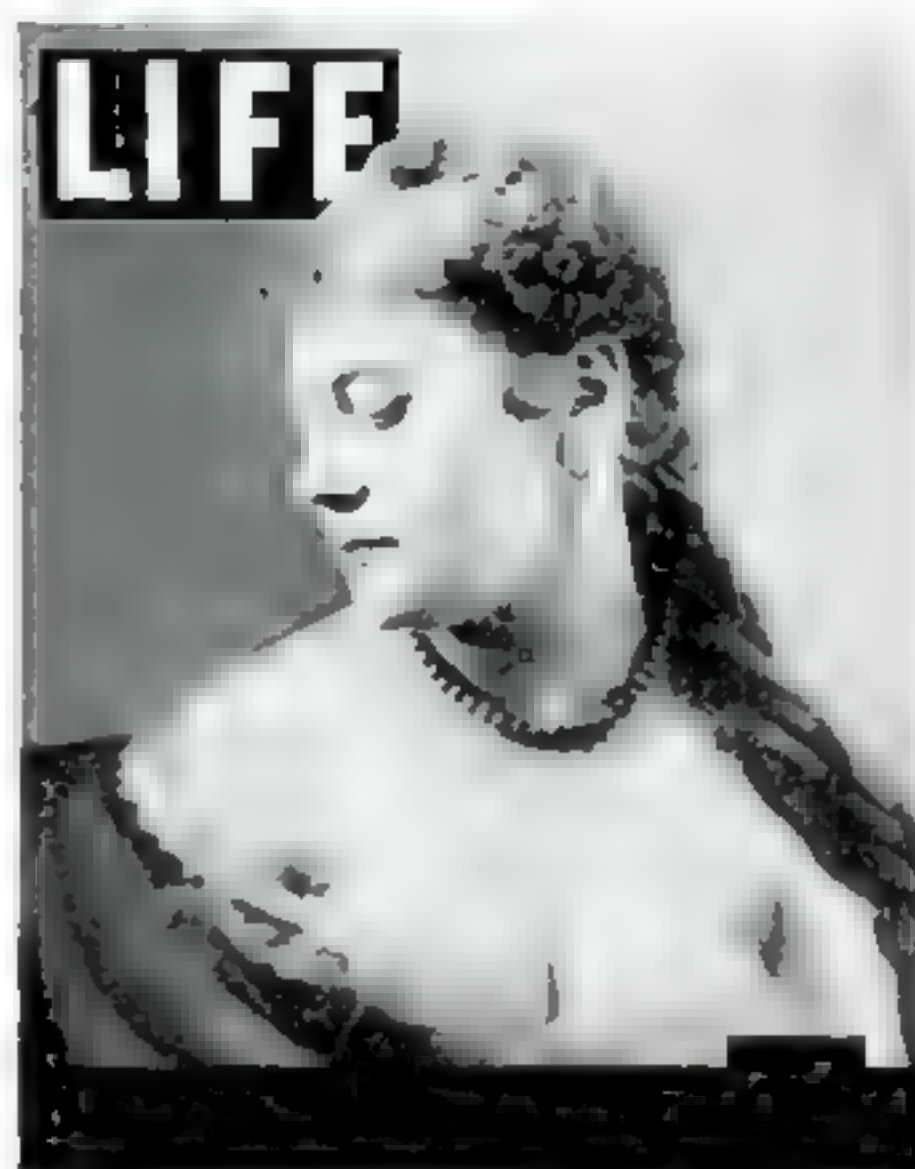
they made in pose, lighting, style and technique are still in use today. Reproduced here alongside Halsman cover portraits are some of Kaplan's *cartes-de-visite*, suggesting what *LIFE* covers might have looked like if the magazine had been published in the 19th Century.



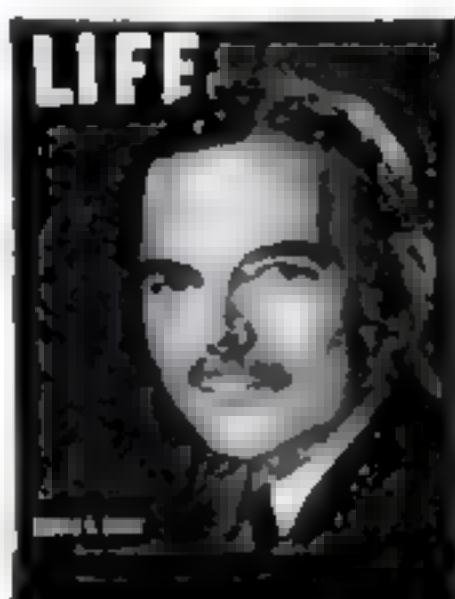
BOUFFANT, an effect illustrated by model in party dress (above), required a lot more material in day of Singer Medori (right).



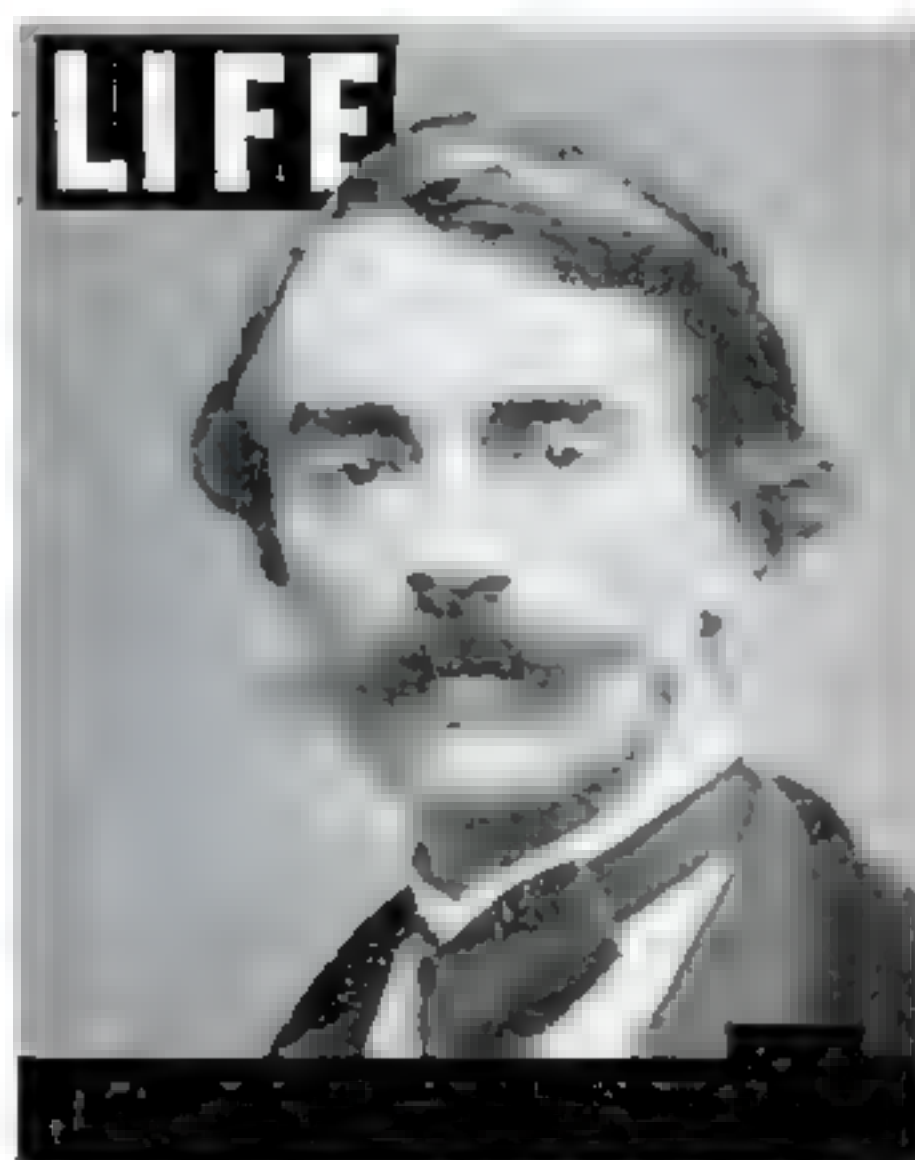
DECOLLETAGE, as displayed above by Actress Brynn Noring, was no less eye-catching when shot of French woman was made.



FASHION STANCE, one which has now been formalized (above), was more relaxed and natural in Paris during the 1860s (right).



CONFIDENCE is reflected both in picture of Gov. Thomas E. Dewey (above) and that of French Painter Jean Léon Gérôme (right).



HAIR STYLING of Actress Marsha Hunt, shown above in role in *Devil's Disciple*, looks like that of Novelist George Sand.



FEMALE FORM, which is now exploited with help of bathing suits (above), was then revealed in the acrobat's leotard (right).





Never neglect a heel blister

The tiniest injury can become infected. Always protect with BAND-AID, the only adhesive bandage that gives you Johnson & Johnson quality.

Always look for the name on the box



100% STERILE
Johnson & Johnson



FLAMBOYANCE is supplied by hats of Actresses Jan Clayton (above) and Helen Western, shown in male role (right).



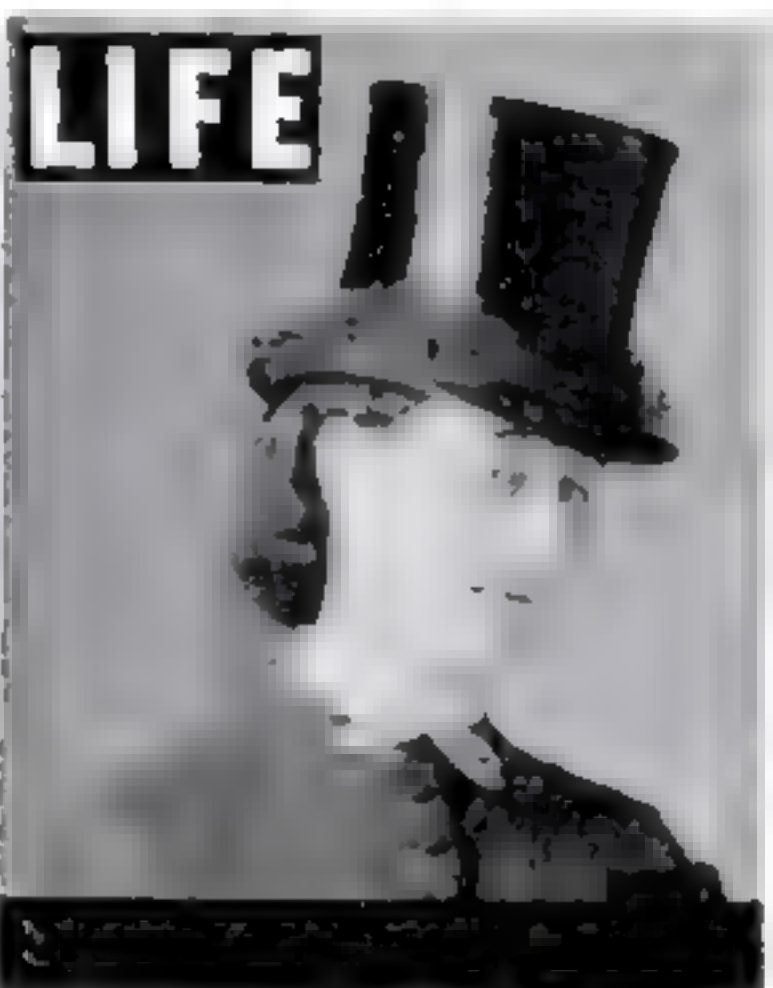
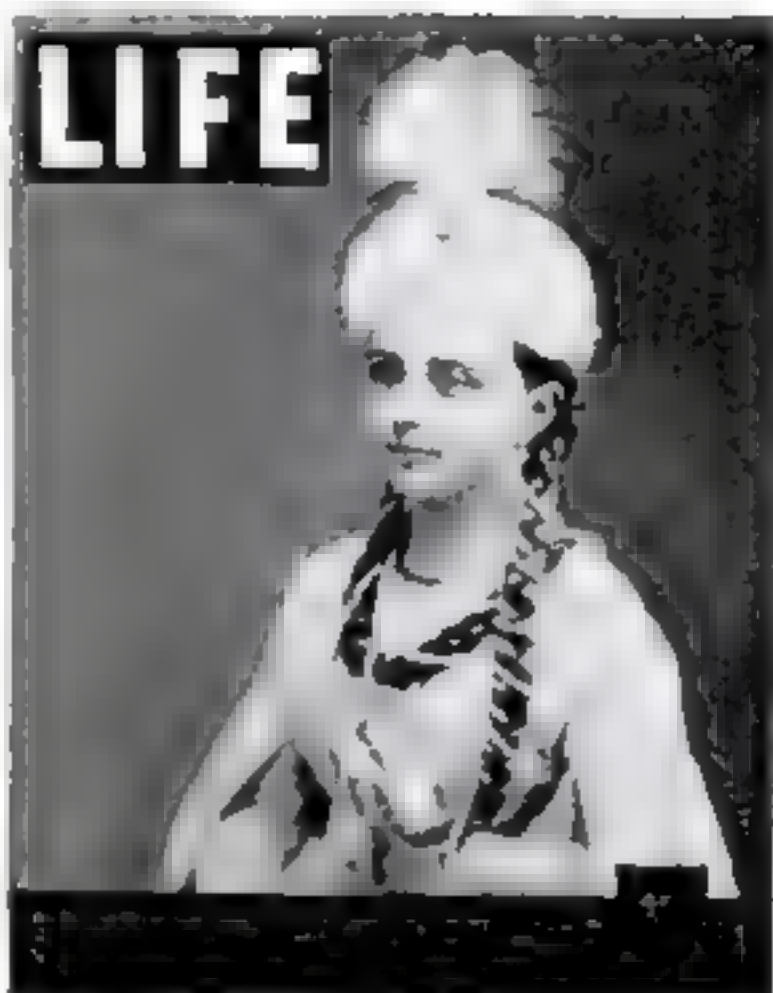
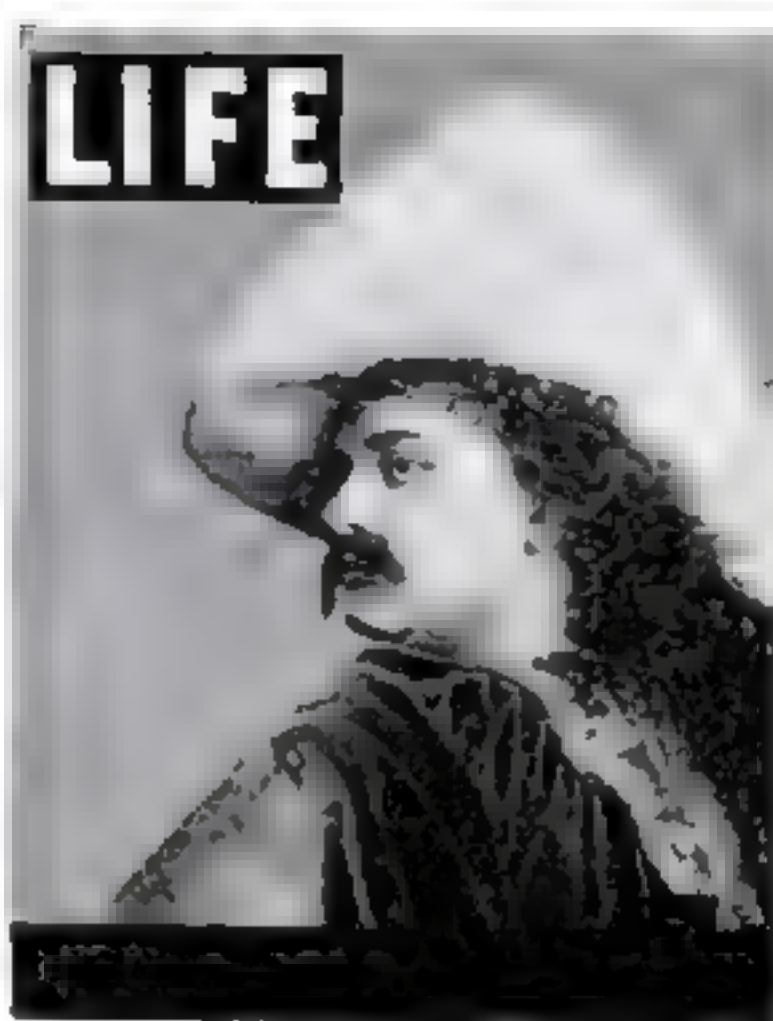
GLITTER emanating from movie stars like Lucille Bremer (above) was once provided by opera stars like Benati (right).



REGAL LOOK assumed by Actress Miroslava in the movie, *Brave Bulls*, came naturally to the Empress Eugénie (right).



SWEETNESS exuded by the girl in a spring hat (above) also gushes from this photo of the Comtesse Pallavicini (right).



How you
can save
\$800 . . .
and your
good coat
besides!



BEING a custom tailor, I get to Europe frequently to look for new ideas. The first time I saw a fellow in Denmark wearing a duffle coat, I was intrigued; when I saw fellows at the Ritz Bar in Paris, the Dorchester in London and other fashion spots . . . all wearing the duffle coat . . . I got hot on the idea. So I started to make the coat in my own tailor shop; then a few merchants in other cities, who think I'm fairly hep on fashion, asked me to make some for them . . . and pretty soon I got orders from all over the country.

NOW HERE'S WHAT THE DUFFER IS:

It isn't an overcoat, or a topcoat, or a raincoat . . . but when the weather is really rough, this coat takes the place of any one of them. I got the famous Baxter Mills in New Hampshire to loom up the special 100% pure wool cloth, a rough-pile fabric that meets at rain or sleet or cold. The style of the coat is exactly (not approximately, but precisely) like the European original . . . right down to the whittled mahogany wood pegs and Dutch fishing-hemp button-loops. The length is right; the sweep is designed to keep rain or snow off your trouser legs. It has a hood, too, for middle-of-winter protection. It has all the little details that make *The Duffer* (that's the name I gave it) just as good-looking and just as practical as the one that's worn in England and Europe.

I know you'll want a Duffer. Well, I'll save you the \$800-or-more it would cost you to go to Europe for it. Order the Duffer through Lord & Taylor in New York . . . or, send us the money and we will send you a Duffer in the size and color you specify. It'll cost you \$16.95; and for that, you not only get a smart and serviceable rough-weather coat, but you also save your expensive overcoat. Great for Christmas gifts, too. A good deal, isn't it? Sincerely,

Jonas Arnold



Note: The gals are going wild over the Duffer for themselves.



The Duffer Co., 75 State St., Boston, Mass.

Please send me . . . Duffer Coat(s). I enclose \$.....

At \$16.95 for each coat.

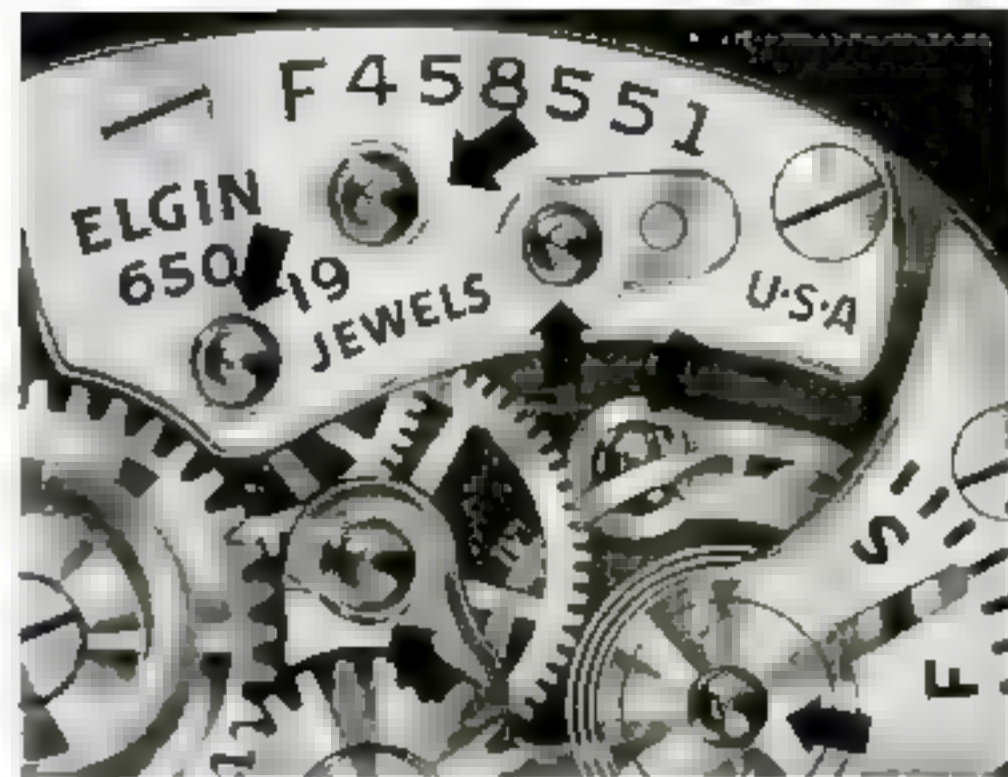
	GREEN	BLUE	GRAY	RED	CAMEL
SMALL (ladies' 16-18)					
X-SMALL (ladies' 14-16; men's 32-34)					
SMALL (ladies' 18-20; men's 36-38)					
MEDIUM (ladies' 20-22; men's 40-42)					
LARGE (ladies' 24-26; men's 44-46)					
X-LARGE (ladies' 28-30; men's 48-50)					

NAME . . .

ADDRESS . . .

CITY . . . ZONE . . . STATE . . .





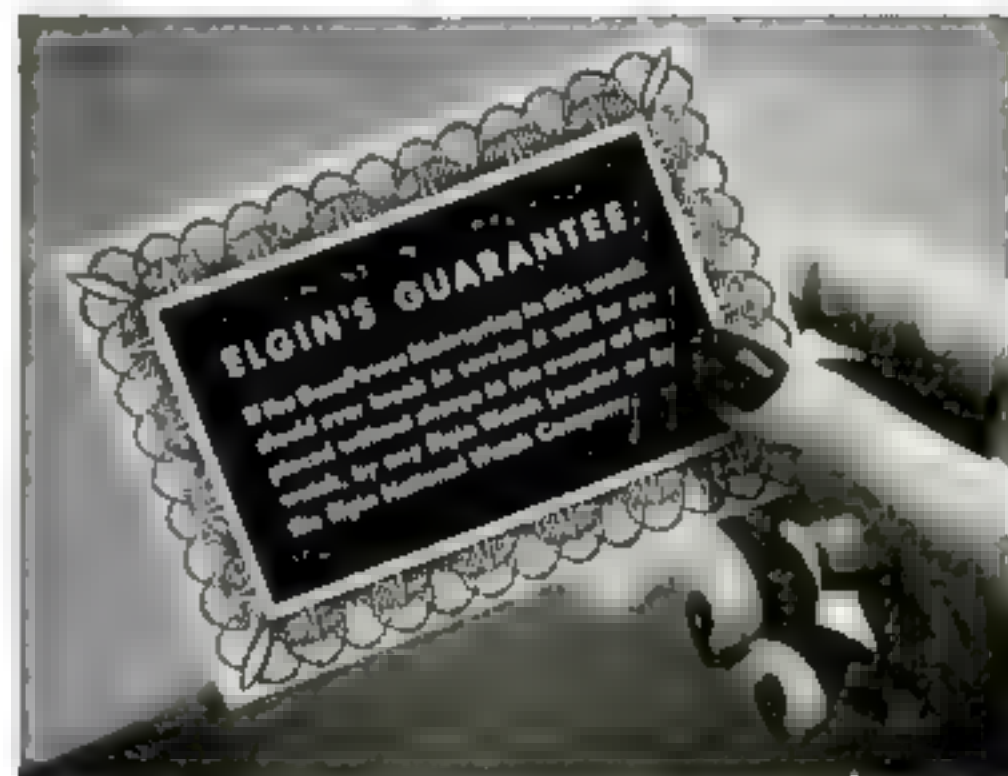
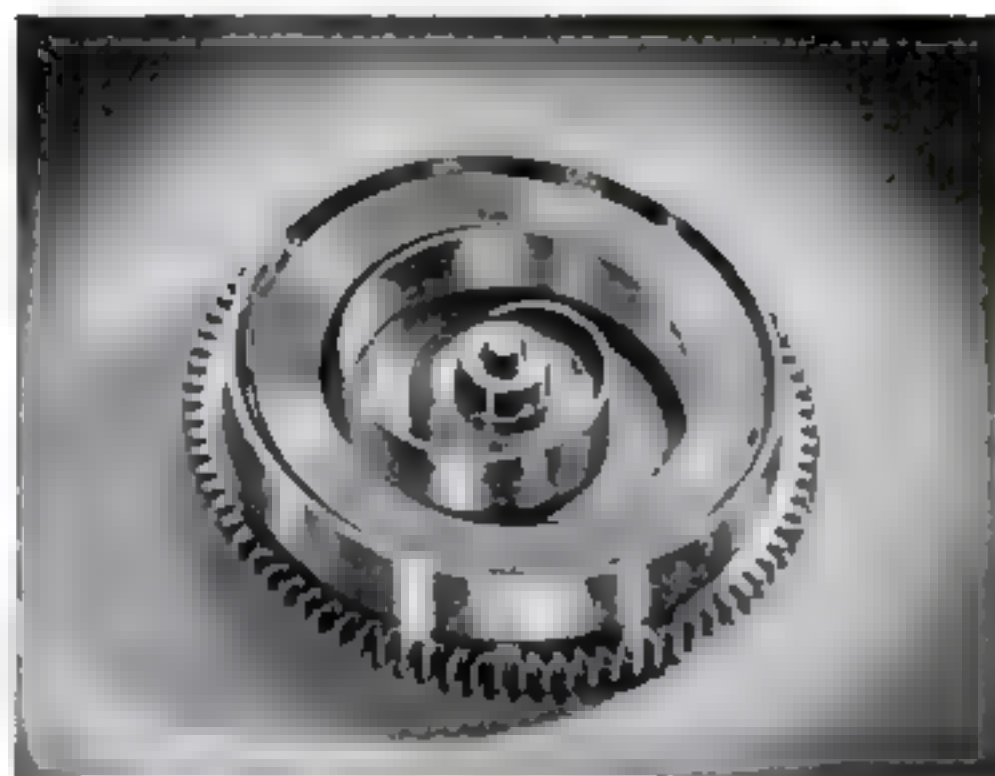
A WATCH is a substantial investment. But, if you're like most people, you don't buy one often enough to become an expert at buying watches. So don't hesitate to ask a real expert—your jeweler—for help. You can use this page as a helpful guide for your questions.

CHECK STYLES first and confine your inspection to those you like. In looking over the case, see that there is a good fit around the crystal, between the top and bottom of the case, and at the winding stem. (Hint: you're always safe with an Elgin—it's carefully cased.)

INSIST ON a wrist watch with at least 17 jewels. 17, 19, and 21 jewel watches keep time accurately year after year because the most vital moving parts run on jewel bearings. (Remember, all Elgin wrist watches, even those priced as low as \$33.75, have at least 17 jewels.)

HOW TO GET THE MOST CHRISTMAS WATCH FOR YOUR MONEY

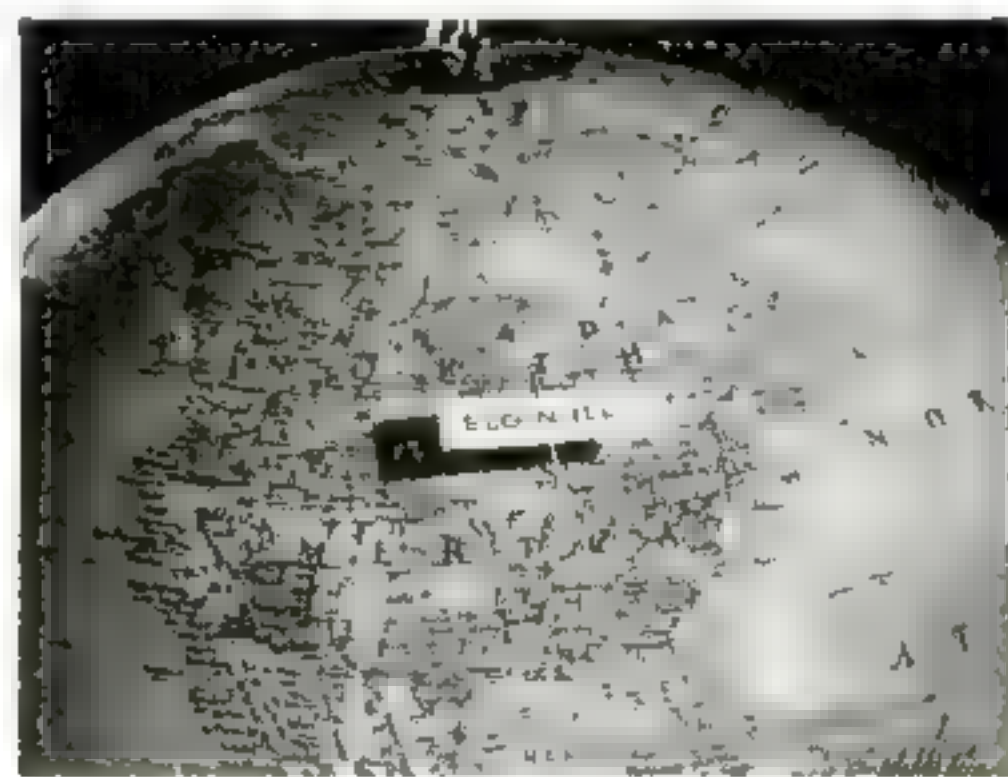
BY WILLIAM H. SAMELIUS, DEAN OF AMERICAN WATCHMAKERS



BE CERTAIN the watch you select has a jeweled-lever escapement. Some inferior watches have cheaper types of escapements that are less efficient and more costly to repair. Result: a new watch is soon needed. (Elgins have jeweled-lever escapements that give years of service.)

ASK ABOUT the mainspring—the power plant of a watch. This is the part that's the principal cause of watch failure. (It pays to choose an Elgin. Every new Elgin, and only Elgin, has the heart that never breaks—the trouble-free DuraPower® Mainspring.)

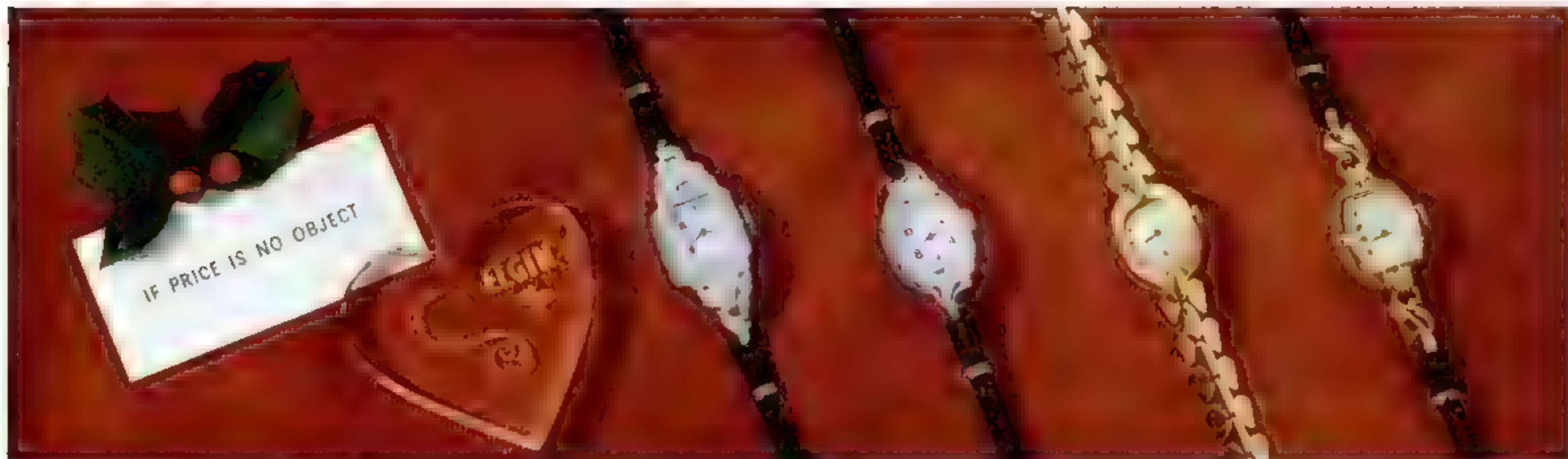
DON'T TAKE LESS than a guaranteed mainspring. (Elgin guarantees that the DuraPower Mainspring, made of special new alloy of metals, will never break. Neither will it rust nor lose its power. It keeps its youth long after an ordinary steel mainspring has succumbed to old age.)



BE SURE YOU GET a factory-adjusted watch. If the watch is not factory-adjusted, its timekeeping can be seriously affected by temperature, position, and how tightly the mainspring is wound. (Elgins are factory-adjusted. "Adjusted" is stamped on every movement.)

DON'T FORGET that it takes time and trouble to send a watch back to the factory. So make sure that the watch you buy can be serviced quickly and easily by any watch repairman. (Elgins are designed for easy servicing—another reason why Elgin owners save money.)

IT'S WISE to play safe by choosing an American-made watch. Then there won't be any worry about service or parts. What's needed to keep the watch in repair will be found right in this country. (Elgin, a fine American watch, has been made by American craftsmen since 1864.)



IF PRICE IS NO OBJECT

Shower her with 30 diamonds! Give this Lady Elgin gorgeously cased in platinum—queen of all precious metals. \$550

Twelve brilliant diamonds frame the pretty face of this Lily of the Valley Lady Elgin. 14K gold case, 19 jewels. \$225

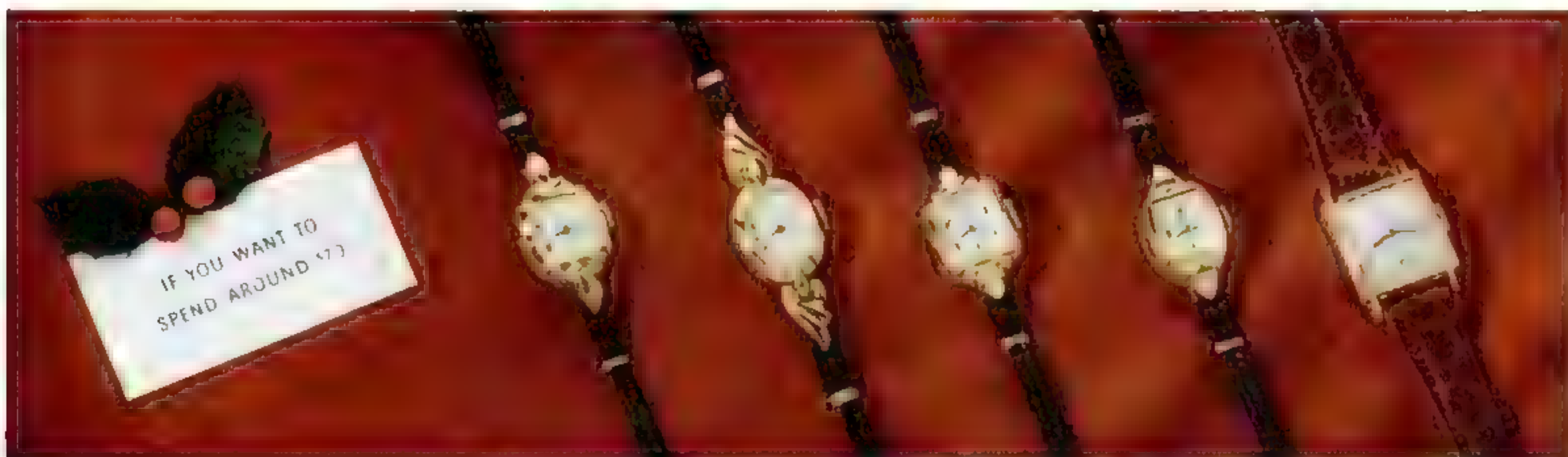
For the one lady in your life—a stunning Lady Elgin with an angel-wing bracelet. Case and bracelet: 14K gold. \$185

Flourishing plumes sculptured in 14K gold serve as flexible end-pieces of this Lady Elgin. 19 jewels. Full-figure dial. \$100



Every new Elgin, and only Elgin, has the DuraPower Mainspring guaranteed to never break.

Which Elgin does she want for Christmas?



IF YOU WANT TO SPEND AROUND \$75

Tiny tongues of flame at ends reflect brilliant light facets. A 17-jewel Elgin DeLuxe with 14K gold case. \$71.50

Trim Lady Elgin set off by beautiful, flexible design end-pieces. 14K gold-filled case. Attractive dial. \$71.50

Tiny pressed flowers in 14K gold form end-pieces for this Elgin DeLuxe. Delicately square case. \$71.50

There's graceful contrast between the crystal and end design of this Elgin DeLuxe. 14K gold case. \$71.50

If she's the tailored or outdoor type, give this Lady Elgin. 14K gold-filled case, alligator strap. \$71.50



IF YOU WANT TO SPEND LESS THAN \$60

Seashell expansion bracelet carries out the end-piece design of this Elgin DeLuxe. High curved crystal. \$57.50

An Elgin with three hearts—the heart that never breaks, two tiny hearts at the ends. Beautiful figure dial. \$45

Quotation marks at odds with each other form smart end-pieces for this Elgin DeLuxe. 17 jewels. \$57.50

Picture-frame dial repeats design of the case. With expansion bracelet—\$42.50 With nylon cord—\$37.50

Most popular Elgin in its price range. Beautiful wedge design at the ends. Easy-to-read dial. \$39.75

All prices include Federal Tax and are subject to change without notice.



Lord Elgin created to commemorate 50 millionth Elgin! 18K gold case, gold-plated movement, sterling silver gift box. \$500

14K gold-cased Elgin Automatic for the active executive. Water-resistant; unbreakable crystal; ostrich strap. Made in U. S. \$175

X really marks the spot on this 21-jewel Lord Elgin. X-design dial accented by high crystal. 14K gold case and buckle. \$130

A 21-jewel Lord Elgin with that handsome, clean-cut look. 14K gold case and buckle. Raised crystal. Alligator strap. \$100

Which Elgin does he want for Christmas ?



Elgin National Watch Company
Elgin, Illinois



Blond calf skin strap highlights black dial of this Lord Elgin. Ribbed end design with flexible end-pieces. 21 jewels. \$71.50

A perfect blending of watch and bracelet design by a leading contemporary artist. A fine 17-jewel Elgin DeLuxe for him. \$69.50

Meet the Clubman—a 21-jewel Lord Elgin with graph-design dial and black enamel hour track. Smart suede strap. \$71.50

You'd expect to pay much more for this stunning 17-jewel Elgin DeLuxe. Curved crystal complements curved end design. \$65



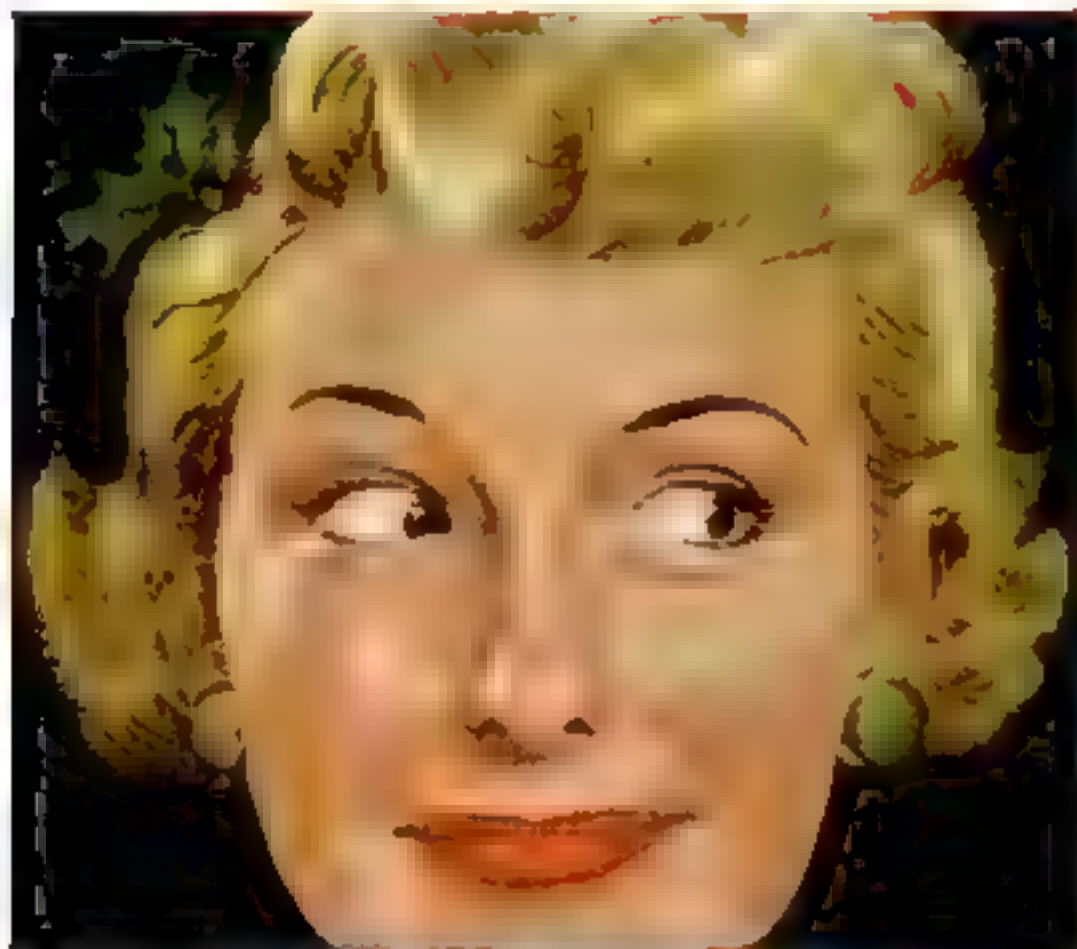
Miniature deer footprints at corners of case to remind him of what a deer you are to give this handsome Elgin DeLuxe. \$57.50

This Elgin's beauty comes in waves. Notice the wave design of the bracelet, case and crystal. Fine 17-jewel movement. \$45

Here's how to be a popular Santa Claus even on a budget. Handsome 17-jewel Elgin with three-plane crystal. \$33.75

That special Elgin for that special man. A 17-jewel money-clip watch with a 3-sign dial. Space for inscription from you. \$47.50

Wadsworth's happy hinting ground

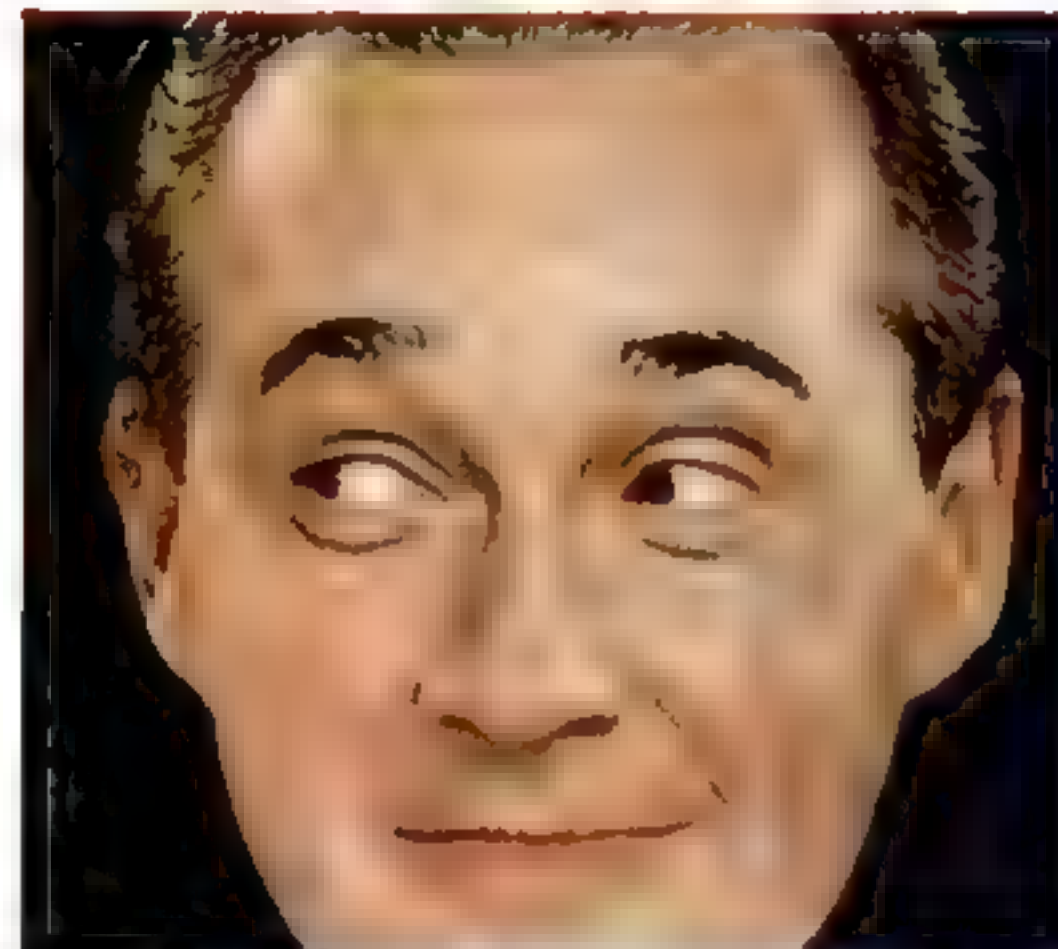


women only

A little hinting always helps
The puzzled male. He needs it!
So save this Wadsworth Christmas page
(And then make sure he reads it!)

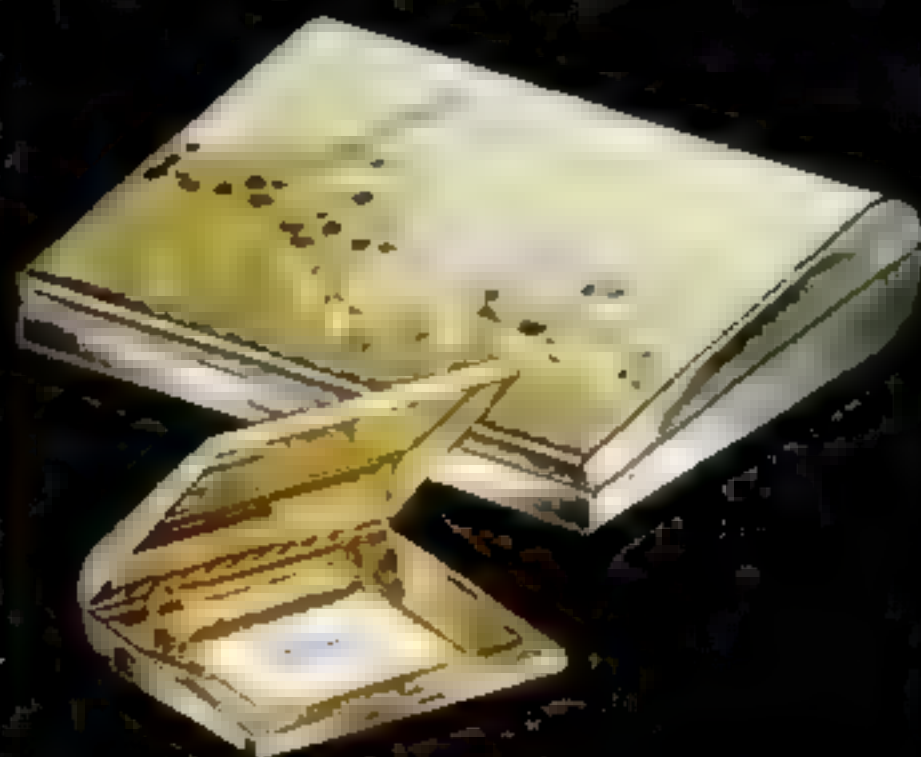
men only

If she won't hint, a happy hunch
Is this array of plunder.
A Wadsworth always wins her heart,
For every one's a wonder!



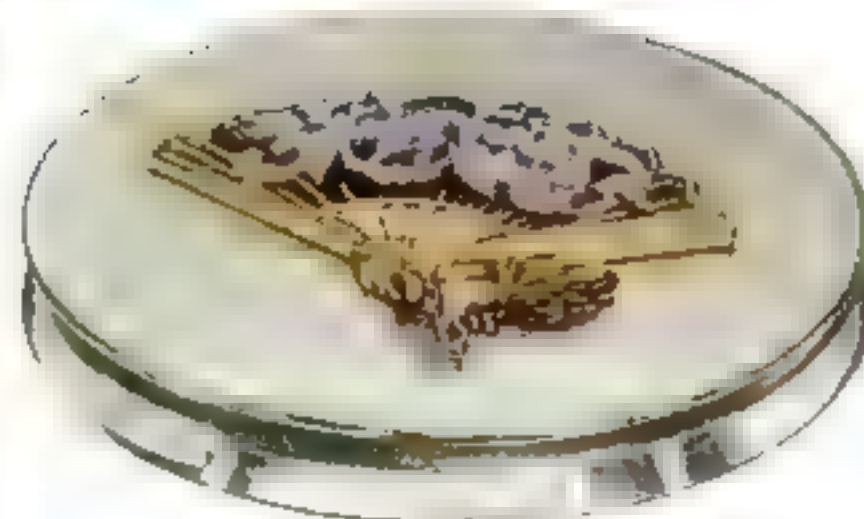
Above: **STACCATO**. Wadsworth's fetching miniature in gold tone, charmingly adorned with petite French horn. \$5.00

Right: **TRIPLETTE**. Holds lipstick, powder and pins. Satin-finish silver-plated case, engraved in gold. \$10.00



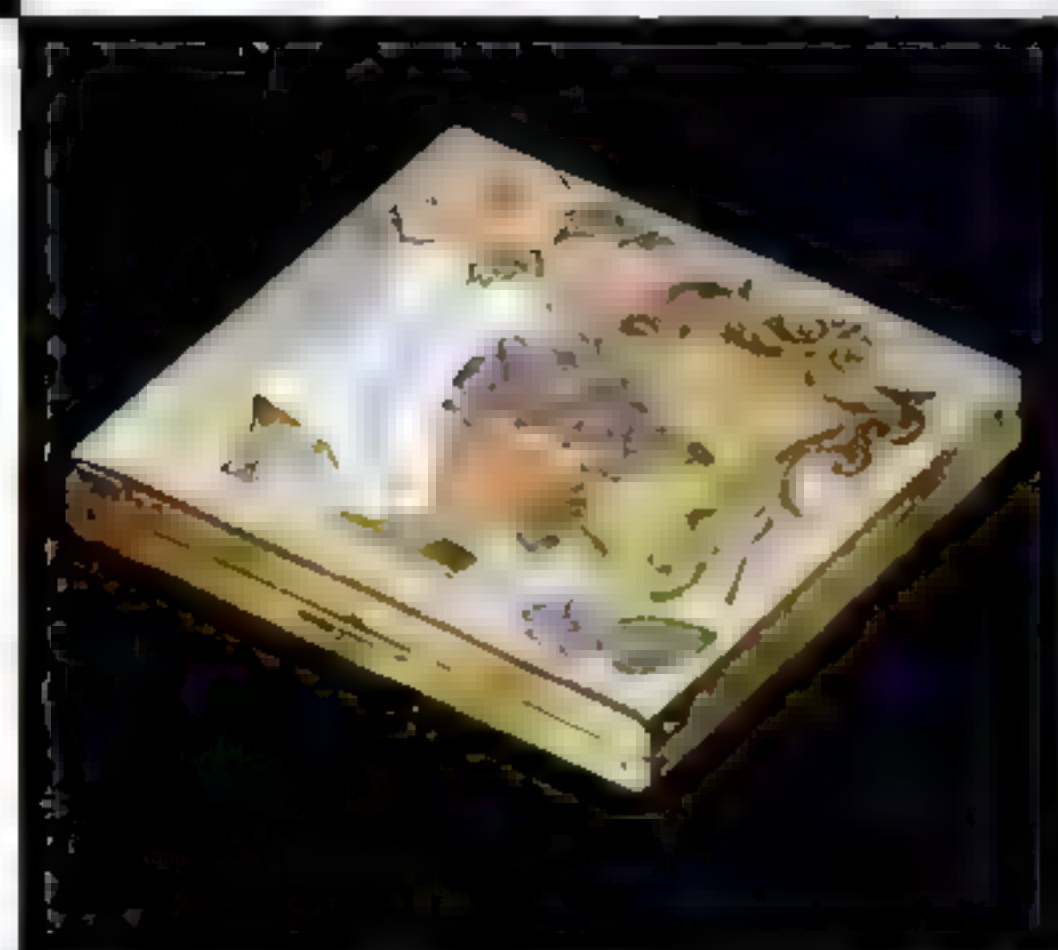
Above: **LOVER'S KNOTS**. Small jewelry box, a beautiful French horn, a bow of ebony horn. \$5.00

Below: **DARLING CLEMENTINE**. The perfect jewelry box for the girl who loves to play. \$10.00



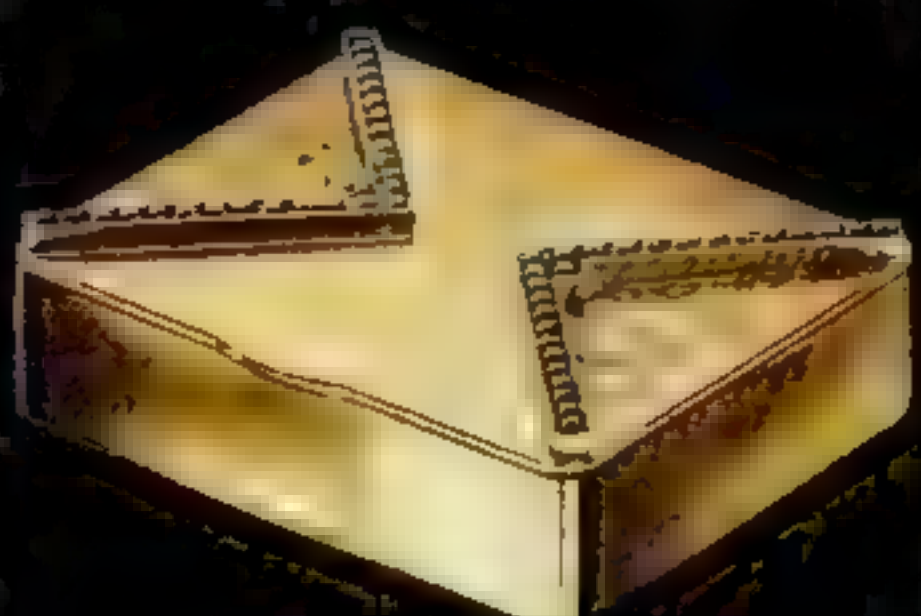
Above: **FANFARE**. A lovely French horn, a beautiful French horn, a bow of ebony horn. \$5.00

Below: **RHAPSODY**. A lovely French horn, a beautiful French horn, a bow of ebony horn. \$5.00



Above: **BARONESS**. Sterling Silver case, magnificently hand engraved. In scarlet-lined black lisle case. \$27.50, plus fed. tax

Right: **MAGIC NIGHT**. Wadsworth's silver case in gold tone, ablaze with baguette-cut simulated emeralds. \$35.00, plus fed. tax



Wadsworth
COMPACTS

, made in the jewelry manner

NEW YORK

PARIS

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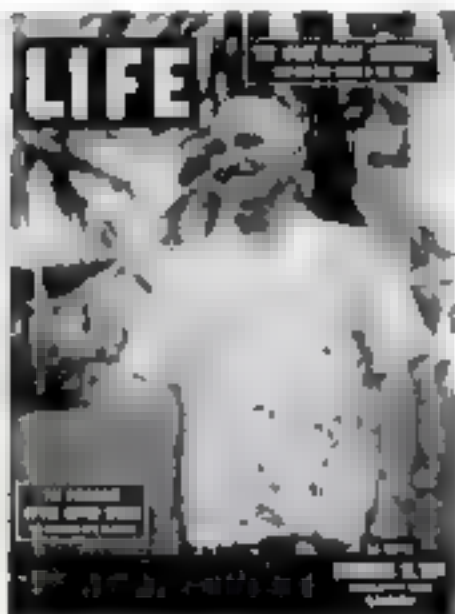
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LIFE'S COVER

On this cover of LIFE the President of the United States appears in what he calls his "seashore shirt with seagulls." (They are simulations of the common American gull, *Larus argentatus*.) LIFE Photographer George Skadding made this picture at 10 in the morning after the President had wrinkled his shirttails by sitting down for a 30-minute press conference in the 85° heat of Key West, Fla., where he is now vacationing. The warmth of this climate is not only fine for the President's health, it also gives him a chance to show off some of the louder aspects of his large and controversial wardrobe which is dealt with in detail on pages 67 through 76.



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ABBREVIATIONS: BOT., BOTTOM; CEN., CENTER; EXC., EXCEPT; L.T., LEFT; R.T., RIGHT; T., TOP; A.P., ASSOCIATED PRESS; INT., INTERNATIONAL; W.W., WIDE WORLD. THE ASSOCIATED PRESS IS EXCLUSIVELY ENTITLED TO THE REPRODUCTION WITHIN THE U.S. OF THE PICTURES HEREIN ORIGINATED OR OBTAINED FROM THE ASSOCIATED PRESS.

The most treasured Gift



THE MOST TREASURED NAME IN PERFUME

N° 5 GARDENIA RUSSIA LEATHER

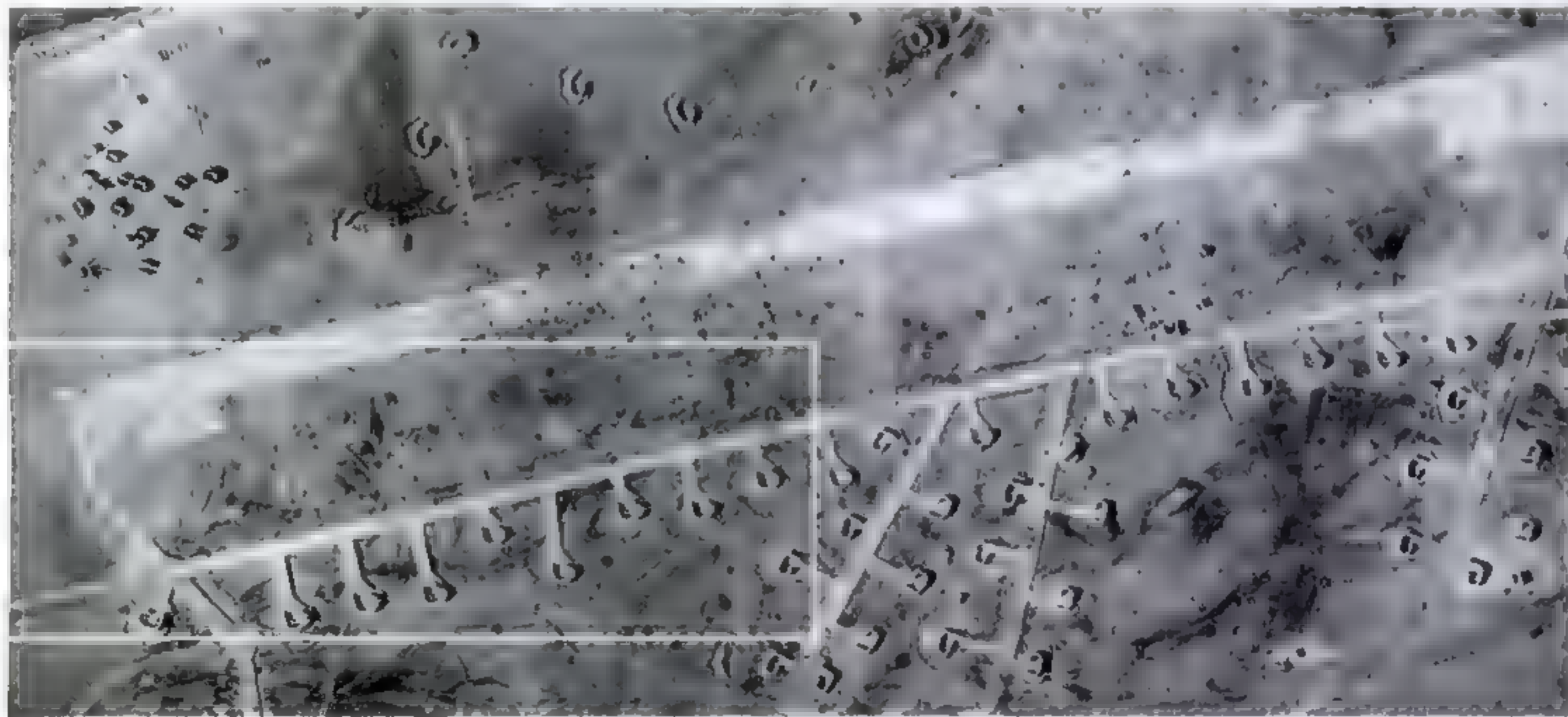
N° 22 BOIS DES ILES

CHANEL



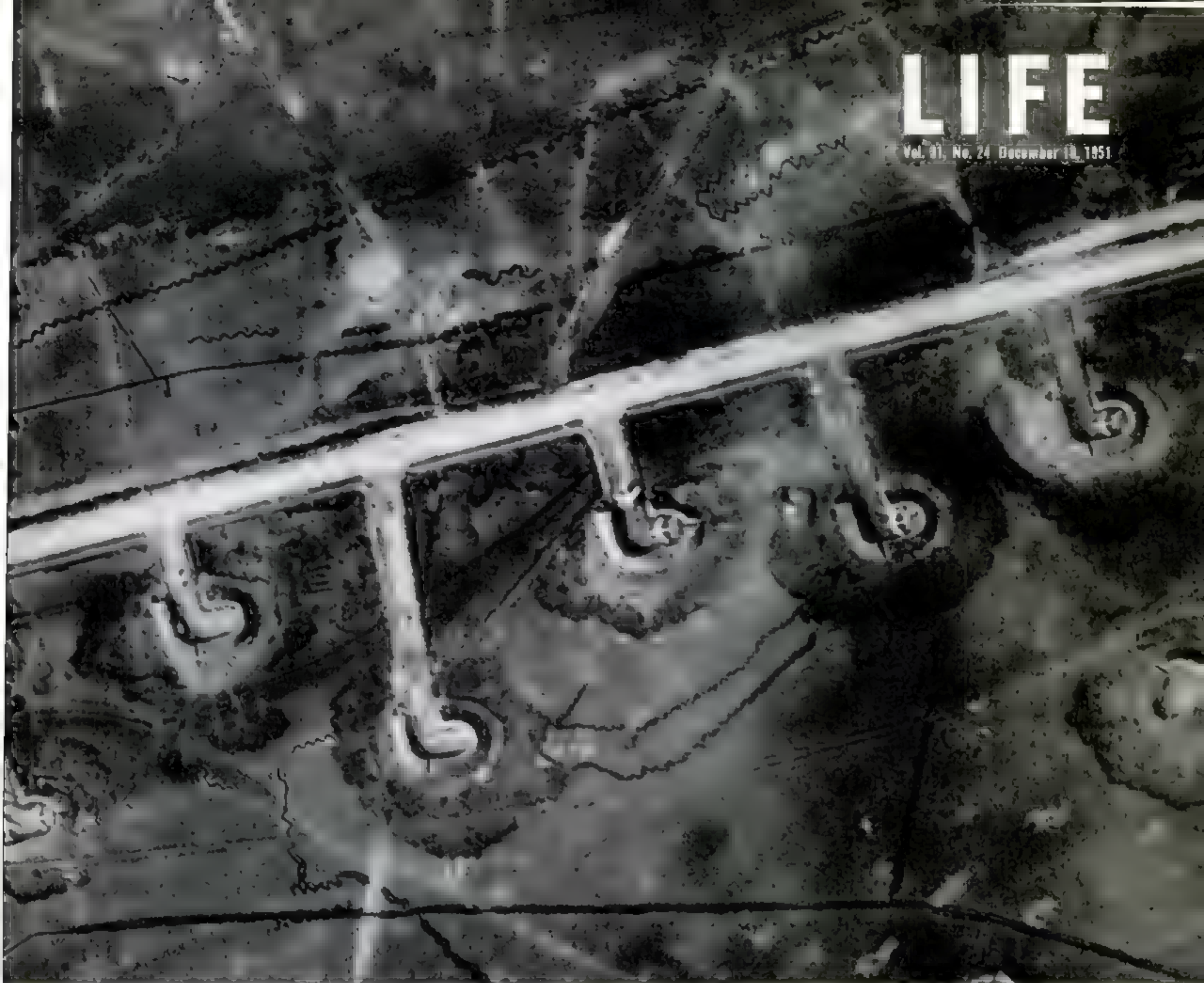
BEFORE NIGHT RAID at Uiju, bombed soon after this picture was made, extent of Red air build-up was all too clear. On revetted hardstands and apron

of long, broad runway, 26 swept-wing MIG-15s are deployed. Trucks move calmly along taxi strip at lower left. Entrances to oval-shaped revetments indicate the



AFTER NIGHT RAID bomb craters slant across Uiju landing strip into outer belts. White rectangle indicates area covered by picture at top of the page. This

panoramic view shows huge capacity of a single Red air base: revetments could hold 100 MIG-15s, almost twice number of comparable F-86s U.S. has in Korea.



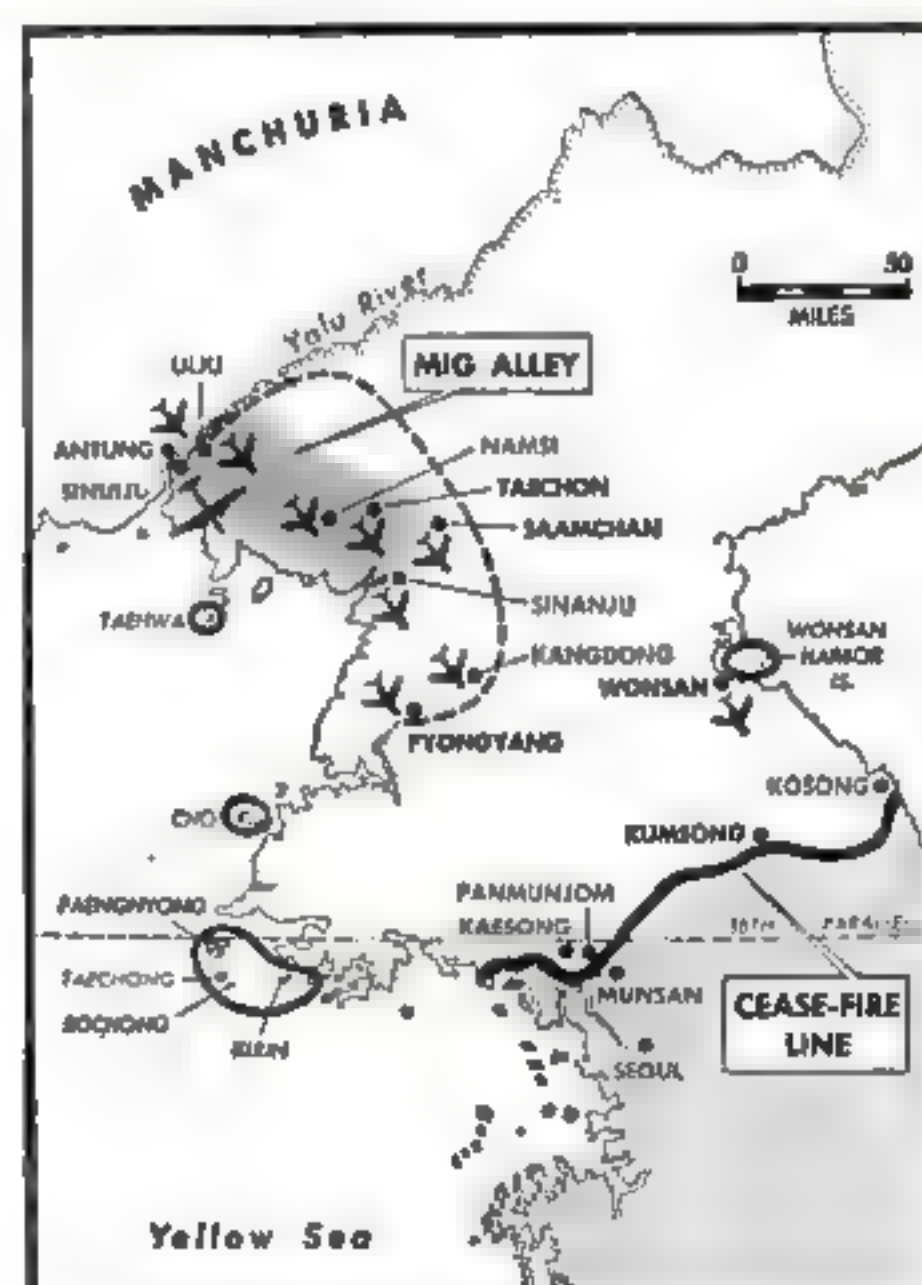
base was laid out for jet use: as planes are towed out, their wings barely scrape through. In field at the lower right, well away from aircraft, are stacks that may

be barreled fuel. Zig-zag trenches, parallel to airstrip, are intended for runway repair and ground crews. Larger, squarish dugouts may be for antiaircraft guns.

INSIDE MIG ALLEY

Striking into that part of Northwest Korea they call MIG Alley, U.N. pilots ran into new aggressive enemy air operations which cast ominous shadows over the cease-fire negotiations going on in the tents at Panmunjom last week. The first concentration of MIG-15s on a Korean airfield and the first large formation of twin-engine Red bombers were sighted and attacked. For weeks the Communists had been patiently building and rebuilding airstrips in North Korea for short-range jets needed as escort if the emboldened Chinese air force should seek to bomb enticing, uncamouflaged U.N. ground positions. Then a reconnaissance plane swooped over Uiju (see map) and brought back the picture above. A mass B-29 strike promptly peppered the field with 100-pound bombs (left). But U.N. jets, venturing back into MIG Alley, ran into a swarm of 300 MIG-15s, the largest encountered yet. Next they chanced onto 12

Russian-built TU-2 bombers winging brazenly east of Sinuiju. Seven were shot down, but the incidents had confirmed the warning of General Hoyt Vandenberg that the Far East Air Force's hold on North Korean skies is being severely tested. Vandenberg stopped just short of what many Far East airmen have been saying for months: the U.S. does not have enough available planes to attack China and Manchuria successfully, and our own Far Eastern bases are in imminent danger of losing their safety from air attack. Underlining the Red capability, Chinese ground forces, long promised air support by their masters, increased build-up traffic to the front—9,200 vehicles were sighted in one night. Meanwhile the truce teams talked on in Panmunjom and the Eighth Army soldiers burrowed through snow to keep warm, to hold, to fight, or do whatever was demanded of them. For news of their efforts see the following pages.



RED AIRFIELDS are marked by fighter plane symbol on this map. Bomber symbol shows where TU-2s were destroyed. U.N. airmen, bailing out, sometimes reach circled islands, held by the U.N.



NORTH KOREAN SOLDIERS go through snappy routine as they change guard during Panmunjom

meeting. In background are other guards and large tent where the peace negotiations are taking place.



GAUDY BOOTS go to the meeting on General Nam Il, Red delegation head.

SITZKRIEG COOLS OFF COLD FRONT IN KOREA

While the MIG-15s swarmed unpeacefully into Korea, the fur-hatted, felt-booted and ulstered truce makers of Panmunjom set the stage for a sudden sitzkrieg which brought a brief, queer peace to the winter-bitten front. They agreed on a provisional cease-fire line and somehow out of that came a mysterious directive to United Nations troops to take it easy. The truce makers promptly got hung up in a new stalemate over future military build-up inspection, while from Seoul to the Little White House in Key West a dispute raged over who had ordered a sit-down. President Truman denied any cease-fire and blamed the press, particularly the Associated Press which hinted he himself had ordered the halt in the fighting.

However unpolitic the lull seemed to President Truman, it was real and welcome in the front line where LIFE Correspondent John Dille found GIs more interested in digging in for winter than in digging out the enemy.

"During the night of Nov. 27," wrote Dille, "instructions went down to all units. Platoon leaders, who got the word from company commanders, who got it from battalions, which had in turn been briefed by regiments, which got it from division, plodded through the snow from hole to hole to inform their men that they were to fire only in self-defense, that the artillery would fire only on active enemy artillery and that patrols would go out only to collect information. All this happened because the U.N. command wanted a gimmick to test the Communists' desire for real peace. We would sit on the accepted line and make a clear demonstration of our good faith. The maneuver would put the burden of proof on the enemy. Though the scheme involved plans of high military secrecy the secret could not be kept because its very nature demanded that it be disseminated all through the ranks. What followed was utter confusion. Correspondents who had actually heard officers ordering their men to hold their fire felt free to write what they had heard and seen. Some stories made it sound that an actual cease-fire had been ordered (not true, since U.N. troops had orders to shoot if the enemy did). The U.N.'s ground commander, General James Van Fleet, found himself in the unhappy position of playing down a politically desirable lull to attain the military necessity of keeping his Eighth Army on its toes. As the week ended, the GIs were getting set for the long cold haul."



RED PHOTOGRAPHER shows films to jeep drivers. Mask supposedly screens against cold and germs.



RED REPORTER Allan Winnington covers talks for London *Daily Worker*, jibes at U.N. peace efforts.



U.N. CORRESPONDENTS wait in the conference area for latest reports. President Truman said

they had misinterpreted the lull in Korea, insisted there could be no cease-fire till armistice was signed.



THE WINTER POSTURE in Korea is adopted by two chilly GIs as temperature drops to 10° above zero. Many soldiers were hospitalized for frostbite last

winter, but this year the Army had provided plenty of cold-weather clothing. Burlap wrapping around boots is to prevent skidding on icy hills—not for warmth.

COME BLITZ OR SITZ

Winter came to the front with cold rain that turned to snow and then to blizzard. Correspondent Dille found some GIs betting on peace despite the week's snafu, but he found them all concentrating on how to keep warm.

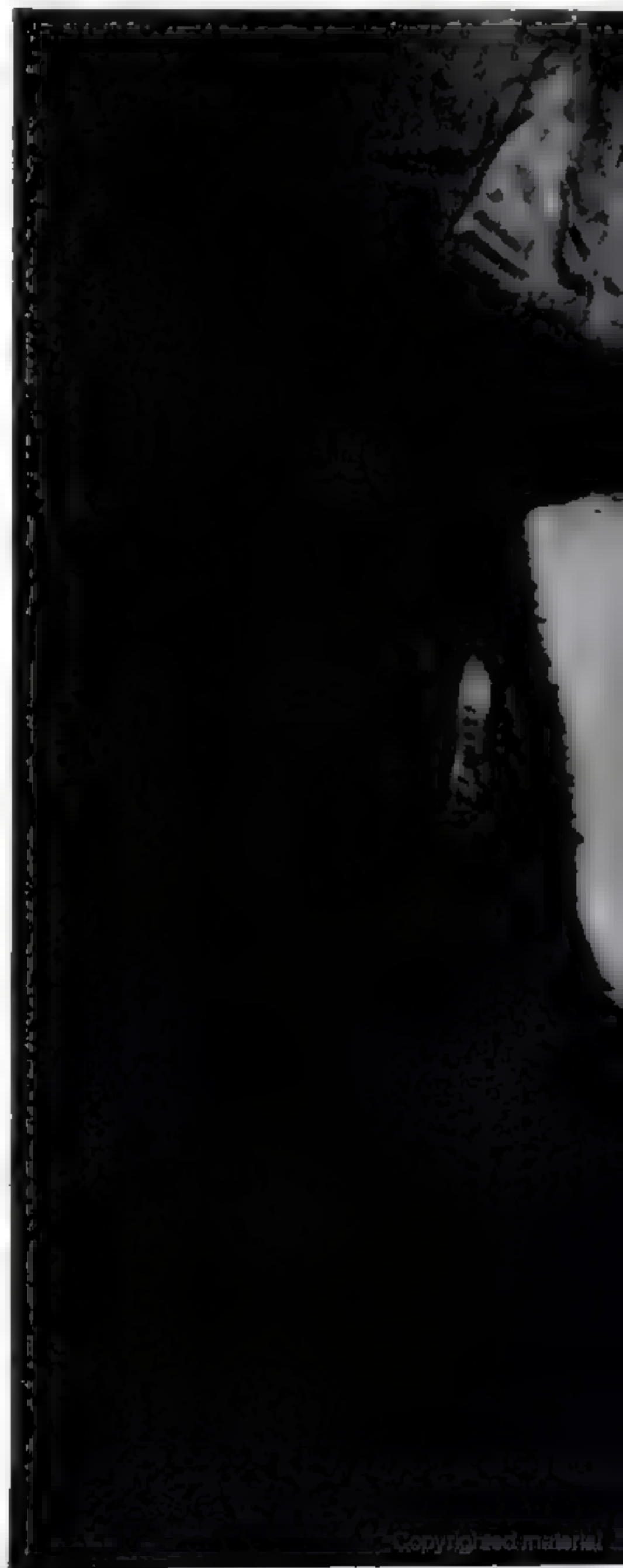
"Men who weathered last year's winter (and there are still a good number) are turning to proven ways to beat the cold," he wrote. "This year they had a head start. Rear area tents were floored and heated by oil stoves. In battalion CPs men were going below ground in deep bunkers. In front-line foxholes, where it counted most, warmth was harder to come by; fires were taboo for fear the smoke would pull enemy artillery, but a few ingenious souls relieved the chill a little with tiny Coleman stoves. About all most men could do in the long night watches, however, was to squat in the hole, parka-shrouded, and fight the chill with body heat alone. Some officers thought this misery desirable. 'It may sound hard hearted,' said one, 'but I don't want my men to get too warm. They might go to sleep and that could be disastrous.' Most outfits were getting at least two hot kitchen-cooked meals a day and the clothing was both adequate and fearfully bulky: one and sometimes two suits of long-handled underwear, wool shirt and trousers, sweater, winter

IN A WARM BUNKER, A COMPANY COMMANDER,



COMMUNICATION SHACK is built of sandbag walls covered by log roof, will shelter battalion radios and switchboard. Sandbags filled with wet clay soon freeze solid, serve as insulation against cold.

MORTAR PIT is enlarged by team which lives in bunker (background). Trench connects bunker and pit. Sticks on the edge of the pit serve as sights, enable men to aim and fire quickly at distant targets.



WINTER IS AN ENEMY

fatigues, jacket, parka, fur-lined hat, waterproof shoe packs, and dry socks brought up with the chow. It was partly the desire for warmth—although the sitzkrieg was responsible too—that led British Lieut. Ian Powis and his 11-man patrol to an odd adventure. Lieutenant Powis and the Chinese had arrived at a tacit gentleman's agreement about the no-man's-land hill between them: the British patrolled it daytimes but left at night. In return for this courtesy the Chinese, pulling out each morning, left a small hospitable fire in a bunker. One morning Powis and patrol arrived and as usual proceeded to the heated bunker. He opened the door—and found himself face to face with two startled Chinese carrying burp guns. With an aplomb bred by England's very proper Haileybury, Powis rose to the occasion. 'So sorry,' he said crisply, 'I'm just the postman.' (The Chinese like to erect 'mailboxes' in no man's land and stuff them with surrender literature.) Having apologized, Powis got out of there, leaving the Chinese staring. This seeming abuse of mutual hospitality went all the way up to the map makers of Panmunjom to be untangled. The high-level decision: the heated bunker was on the Chinese side of the provisional truce line and they were entitled to keep it day and night."



OBSERVATION POST, guarded by two men in parkas, overlooks partially frozen Imjin River and

the cold hills held by enemy. Veterans of last winter knew the enemy might soon walk across frozen river.

ROBERT FOWLER, PUFFS CIGARET WHILE LIEUT. FRANKLEN ADAMS SHAVES AND WARRANT OFFICER ROBERT COPPOCK LOOKS ON THROUGH DARK GLASSES



THE STRENGTH OF HARRY TRUMAN

COULD HE WIN IN '52? ONLY THE VOTERS HAVE MORE POWER

OH, MY ACHING BACK

This familiar complaint has "evolutionary significance," according to Anthropologist W. M. Krogman in *Scientific American*. He gives high sanction to the theory that sacroiliac troubles, and also hernia, difficult childbirths, varicose veins, hemorrhoids, fallen arches, bunions and impacted wisdom teeth, are all traceable to one root cause: the fact that man's skeleton was originally designed for walking on all fours, and has not yet adequately adapted itself to his mad resolve to stand upright. Sufferers from these ills therefore may regard themselves, along with Prometheus and Icarus, as martyrs to prehistoric progress. Special medals should be struck for them (with two gorillas, one couchant and one rampant) and they should be listened to with respect when next they utter the age-old cry, "Oh, my aching back."

SAME THE WHOLE WORLD OVER

As every businessman knows, one sure result of high income taxes is the ballooning of corporate expense accounts and other forms of non-taxable compensation. In England it's called "perks" (perquisites), meaning payments to executives in kind, such as free use of a company-maintained house, car or gardener, in lieu of a salary raise that would just go to the government. In the U.S. it is called "Uncle's Money," or, in the words of Senator Douglas, "high living at public expense"; he proposed a drastic amendment to the last tax bill under which all drinks bought by businessmen for each other would cease to be deductible. Now it's happening in Japan. Small stockholders complain that executives are wasting company assets by maintaining corporate geisha girls. Even government officials are charged with doing the same with taxpayers' money. Since individual Japanese no longer have enough money after taxes to keep the girls in the style they are trained for, a way around the taxes had to be found.

The Japanese blame this on "too much democracy." That word has survived a lot of queer meanings in recent years, but now it has a new one: tax rates so high they are avoided at the source.

The man who graces LIFE's cover this week is obviously enjoying well-earned relaxation. Elsewhere he is seen (pp. 67-76) as a man who permits himself the harmless vanity of nifty clothes. But the most interesting question about Mr. Truman in 1951 is whether Majority Leader John McCormack spoke true last week when he predicted that Truman will run in '52 and "will certainly win."

Most Democratic job holders take alarm at any whisper from the White House that Harry is tired of it all. He is their darling, their meal ticket and their leader. Jonathan Daniels, Mr. Truman's biographer, recently gave in one flat sentence the true declaration of enduring party faith. "They can't beat Truman," he wrote. Even if he wants to bow out, Mr. Truman will find it difficult to betray such confidence.

Assuming he does run, just how strong is Mr. Truman? Since 1948 no politician, let alone an editor, is likely to underrate him again. Mr. Truman has three great political assets all his own. He is the most average of average men. He has courage. He is a cunning master of that crafty trade, politics.

Take his averageness. In any other circumstance of time or place Mr. Truman would be unknown to history. But his presence in the White House is astounding proof that "any American can be president." The average citizen whose limitations Mr. Truman mirrors takes a just pride in that. Moreover, Mr. Truman's averageness tells him what other average men are thinking, what they are afraid of, how they hope to get ahead, what they want to hear. Mr. Truman often does not seem to understand the consequences of his own ideas. But when he is driving toward a concrete goal—such as getting re-elected—he is unmatched in his ability to communicate with the average voter.

In his political speeches one paragraph often directly contradicts another, but no one can say that they do not get across. He is for balancing the budget but not cutting government spending. He scoffs at the threat of socialism but his own Fair Deal is a blueprint for socialism. He is against high prices and for high wages. He can snarl at the interests like William Jennings Bryan, and outdo Franklin D. Roosevelt in conjuring up visions of eternal peace, prosperity and the better life.

Mr. Truman's averageness is a great political asset. It will become a liability only when the average man decides that averageness is no longer good enough for the highest political office in the world.

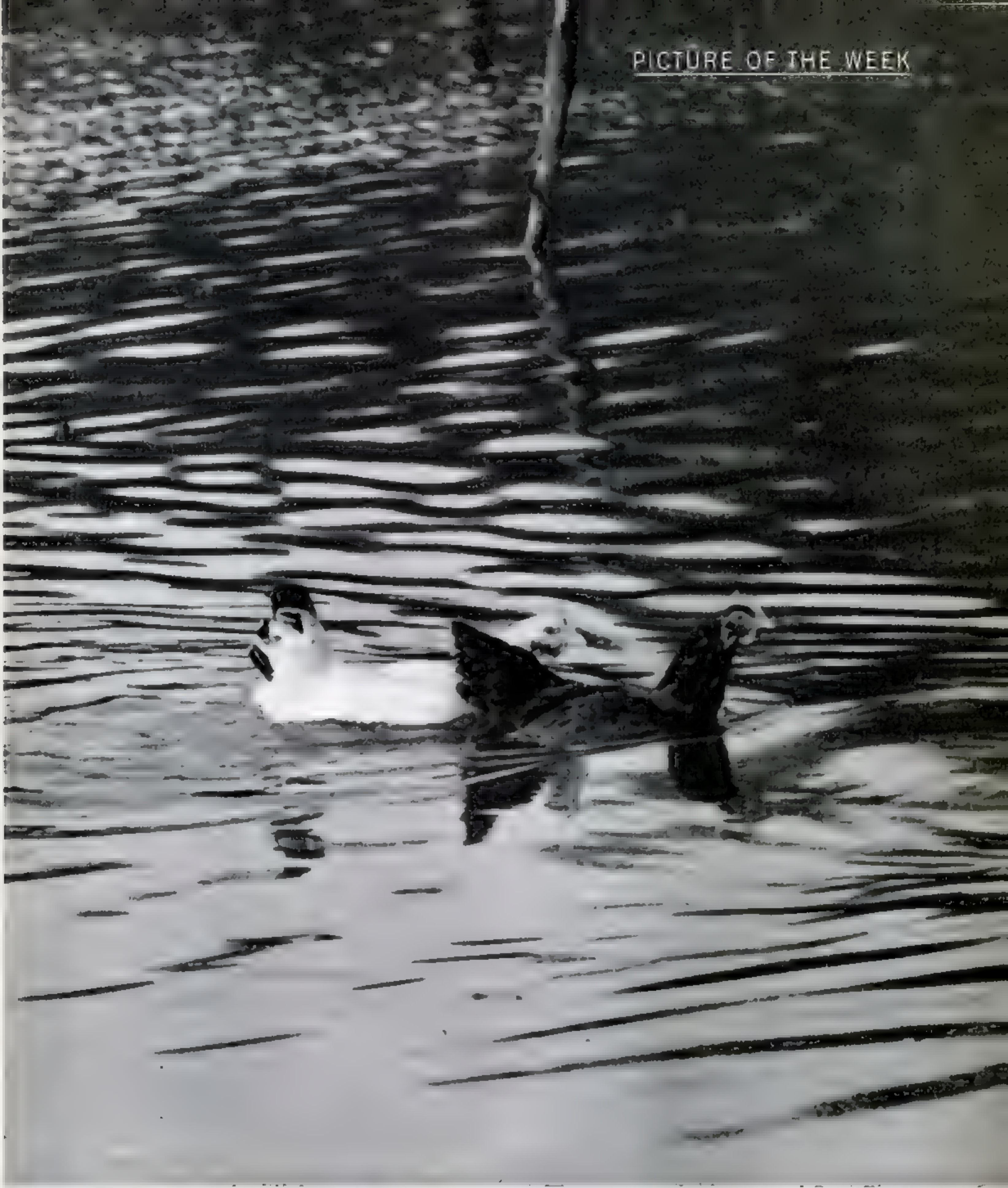
Like so many other Americans (average and not so average) who are proving it in Korea, Mr. Truman has courage. He can act decisively in crisis. He showed this when he defied his own party in 1948, refused to abdicate and went on to win the presidency in his own name. He had previously shown it in France in 1918, in his defiance of John L. Lewis in 1946 and on other occasions. His foreign policy in the last six years repeatedly has brought this country to the very brink of disaster, but that disaster has been averted

at the last moment by Mr. Truman himself. He hastily but bravely improvised the Truman doctrine after his inaction had almost given Greece to the Communists. His Far Eastern policy, or again rather the lack of it, lost us China and invited the North Korean attack, but his decision to resist armed aggression was emphatically the right one. Mr. Truman has acted under the compulsion of events, but he has acted. That will remain a political asset until people tire of government by crisis, which puts such a showy premium on courage, and demand instead a government of competence and foresight.

Mr. Truman's third asset is his understanding of practical politics—the art of staying in office. He has always followed the rule that to win in politics you must at all times play politics to win, relentlessly, unceasingly, giving no quarter and expecting none. From his patron, Boss Pendergast, Mr. Truman learned well. He has long known that it is not necessarily a bad thing, politically, to defend even those whose hands have been caught in the till, so long as you are not involved personally. His loyalty to lesser men in trouble in turn inspires fanatical loyalty in lesser men. He understands the art of trading. He recently traded a federal judgeship in Minnesota for a Republican governor in the hope that this might weaken the opposition hold on a key state. He understands the weakness of weak men. The stronger and more high-principled does the Southern states' rights movement appear to grow, the more skillfully does he play on the South's weakness for federal patronage. More than most presidents, he keeps close control of patronage, making all party men accountable to him. Mr. Truman's grasp of politics and of his party's machinery will remain an asset until the people hold him to blame for the sea of corruption that is already lapping around the White House sill.

Such are the personal political assets of Harry S. Truman. It is important for everyone that the Republicans correctly assay him. But his greatest advantage against them is not personal. It is this double-edged fact: an incumbent always has the advantage in prosperous times, and this natural advantage has been enlarged enormously by the terrific expansion of government activity, not only since 1933, but since the war. As noted here last week, Mr. Truman has collected more taxes than all his 31 predecessors put together. He runs the hugest bureaucracy in the democratic world. He and his party have a say in how one fourth of all our national income is spent. Abroad, he has such influence for peace or war, hope or disaster, that his power at home is still further magnified through the people's fears and instinct for solidarity.

Harry S. Truman, the average, courageous, shrewd professional politician, disposes of a quantity of tangible power that is without precedent in America. That is his greatest political asset, until the people recognize it as their greatest political danger. That is the underlying issue of '52.



TWO FLOOD VICTIMS FORGET THEY ARE CHICKENS

Chickens were not made for a watery world. Their feet are not webbed, so they are able to make little speed when paddling through water. Their feathers are not so hard and oily as those of the aquatic birds, and, when soaked, chickens quickly become waterlogged and drown. Heredity and instinct have accustomed them to life on dry land and they are at sea in

water. All these facts of chicken life applied to the two chickens above but, stranded on a plank during a flood in the farmland around Twyford, England, they were getting very cold and very little to eat. Finally, defying all chicken convention, they struck off successfully for the shore, showing that in a pinch even a chicken can keep its head above water.

THIS IS MRS. LAMAR CAUDLE AND THIS IS THE MINK COAT



A BLAIR HOUSE GUARD PROTECTED MRS. CAUDLE'S MINK WITH AN UMBRELLA WHEN SHE HAD TEA WITH MRS. TRUMAN IN 1950

WASHINGTON'S BIGGEST HEADACHE

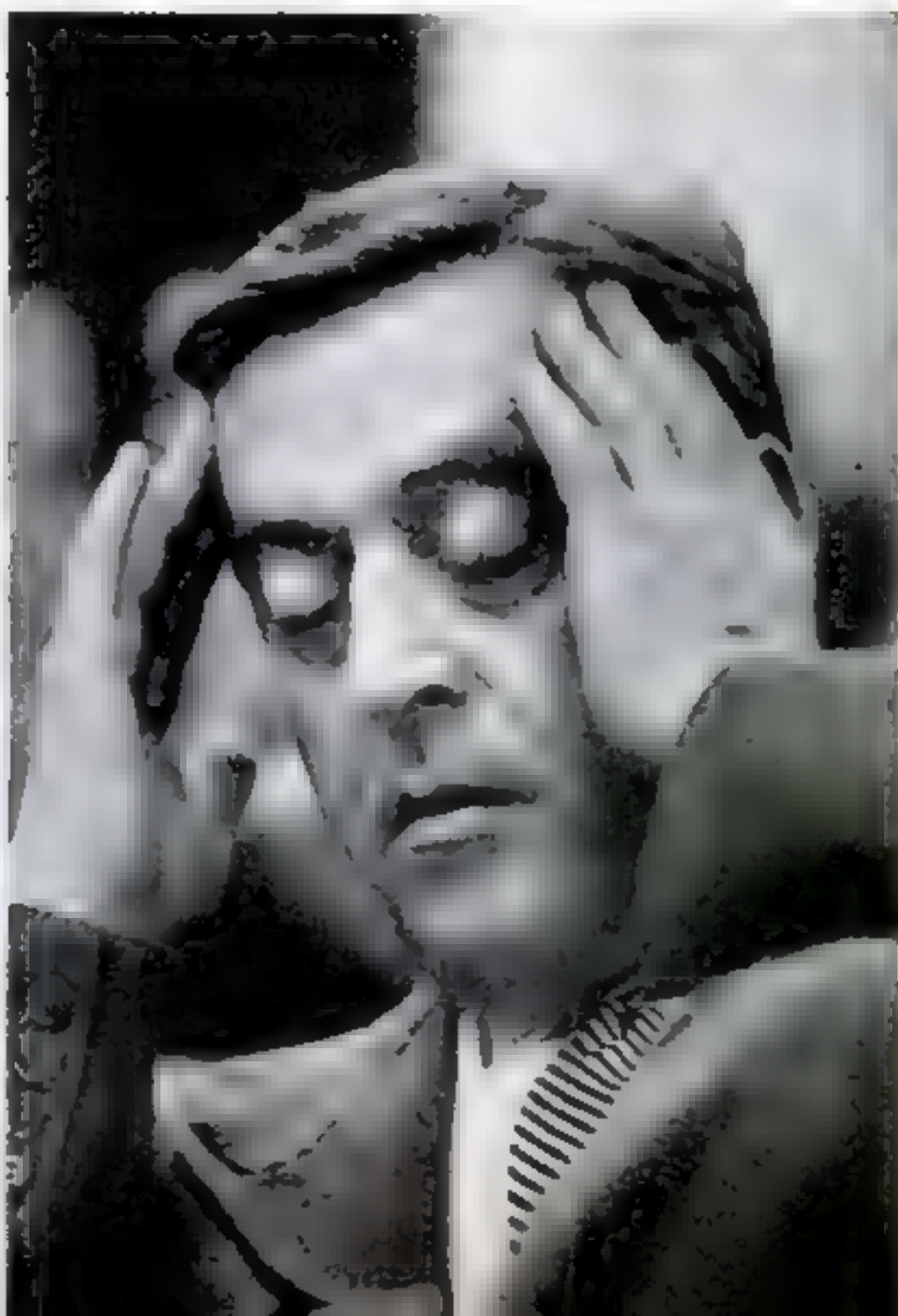
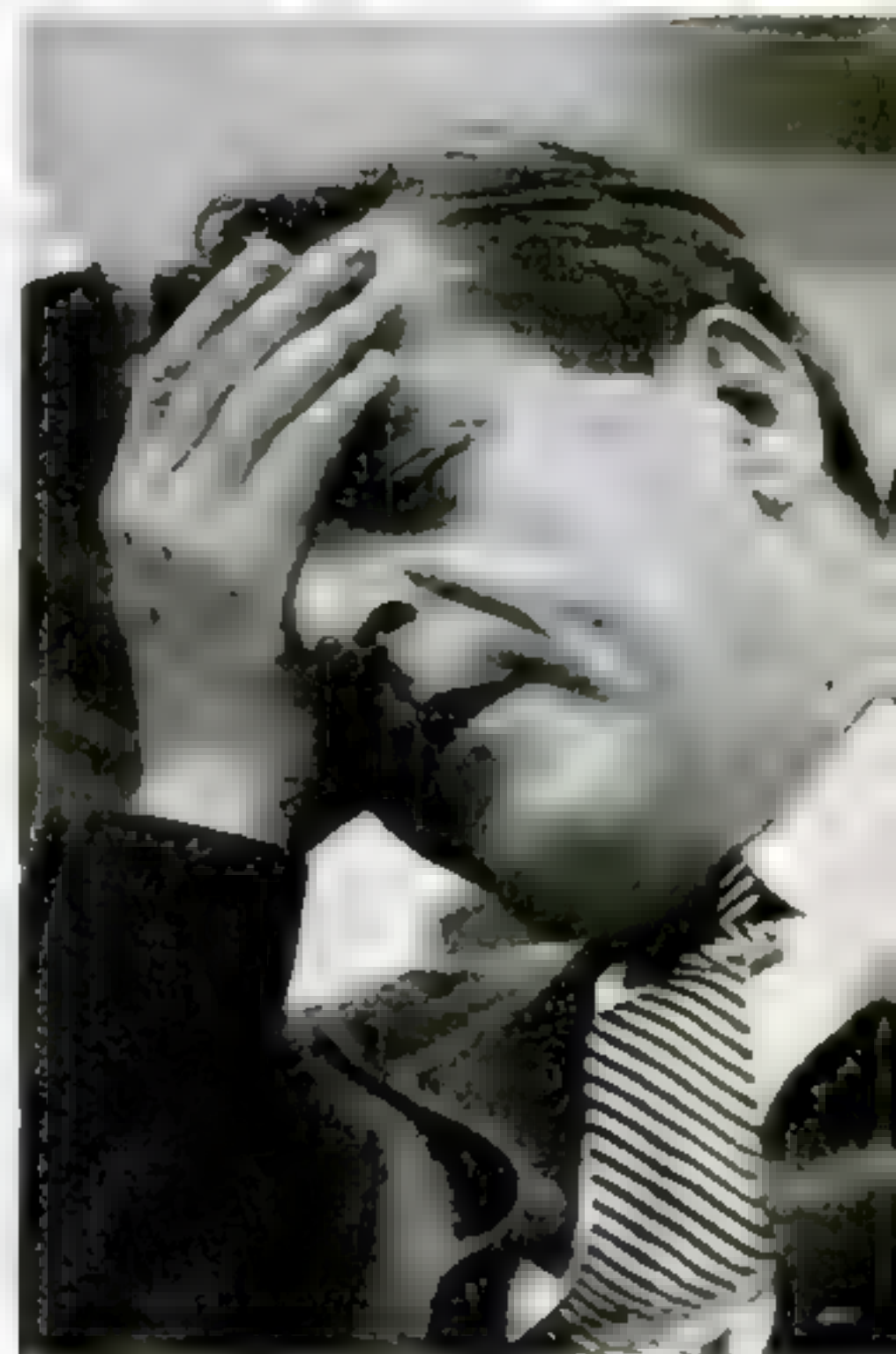
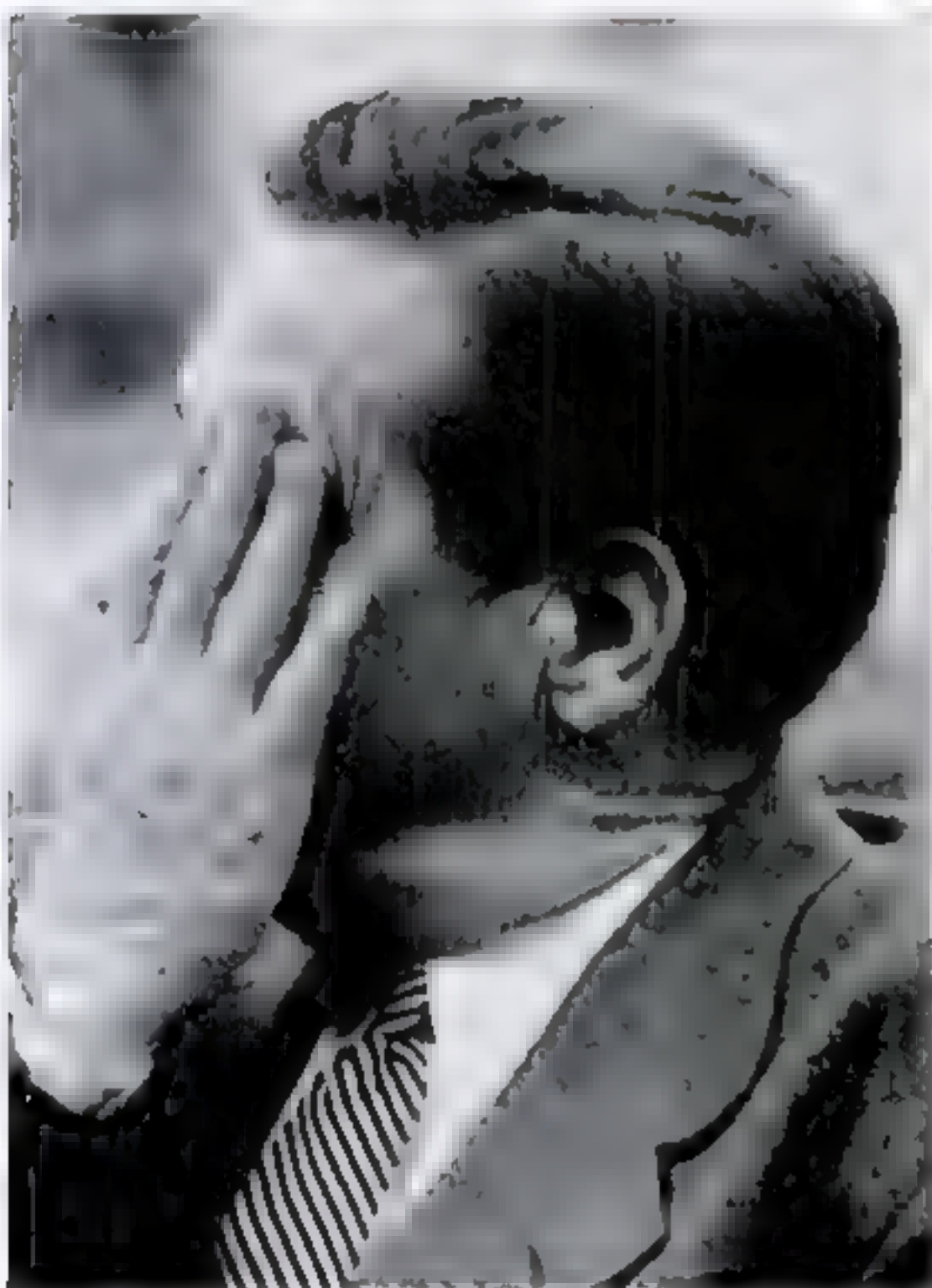
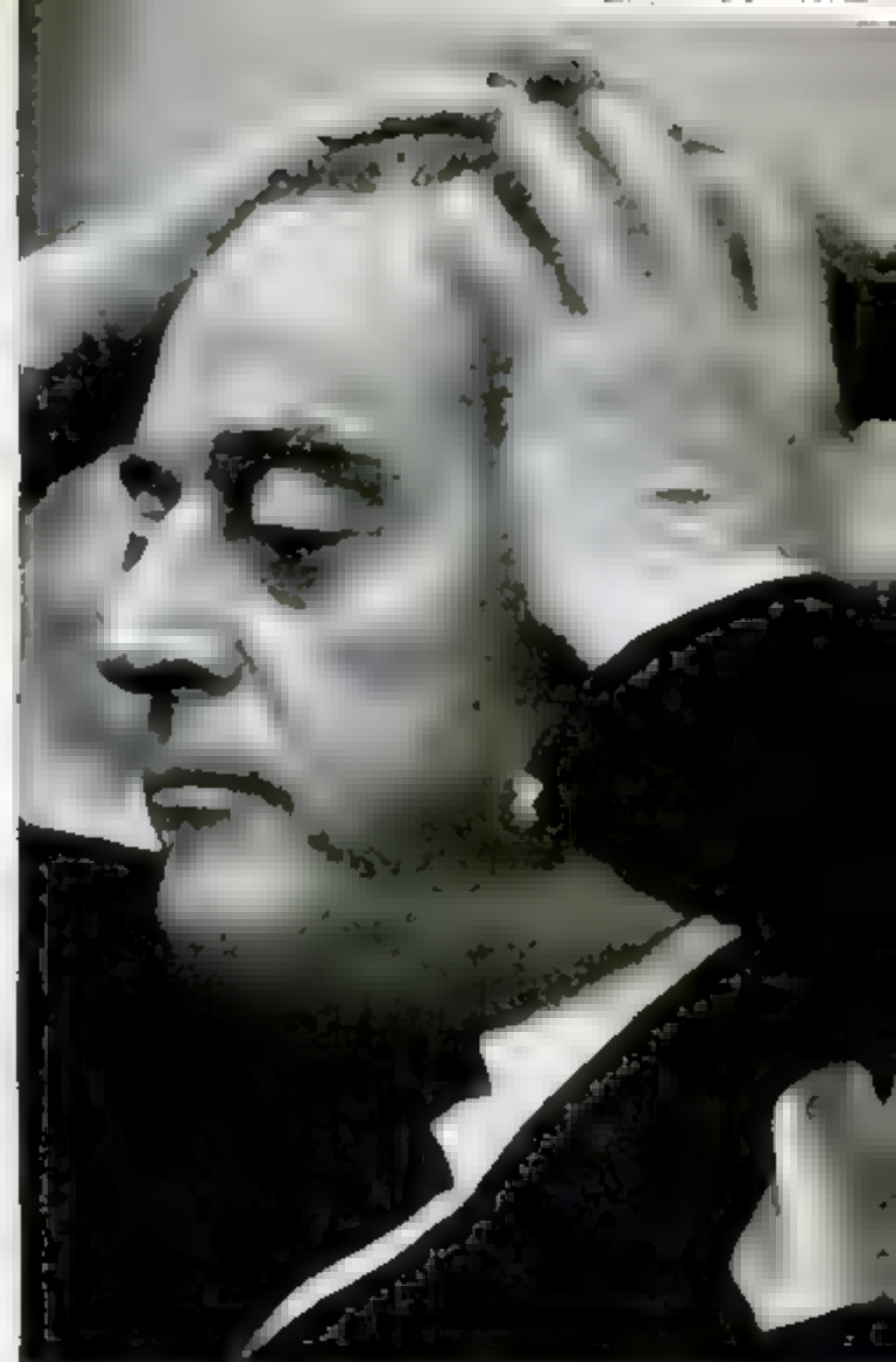
Last week 31 Bureau of Internal Revenue officials in such widespread cities as Philadelphia, Nashville, San Francisco, Fargo, N. Dak. and Detroit were fired or asked to resign their positions. And to the growing catalog of tax scandals (*LIFE*, Nov. 19) was added the shocking testimony of T. Lamar Caudle. Just removed as assistant attorney general in charge of tax prosecutions, Caudle had to halt one day's testimony before a congressional subcommittee because of a "splitting headache." But in three other days he admitted taking two vacation flights to Florida paid for by an acquaintance in trouble over his taxes, receiving a television set from a tax lawyer, cutting another lawyer in on an oil deal and taking a \$5,000 commission for the sale of an airplane to a representative of a defendant in a tax case. But he really enlivened the record when he introduced the latest in Washington mink coats. He freely admitted that a New York tax lawyer made it possible with money and influence for his wife to get a new mink coat at the wholesale price.

A 47-year-old North Carolinian, Caudle made his revelations with theatrical gestures that frequently indicated the size of his headache (*right*) and a deep Southern accent. What he said caused his auditors to wonder how he achieved his high station in the first place. His explanation of the purchase of the mink coat: "Ah tole her to git a fur coat would be a pretty 'stravagant thing. Ah hoped the sweet thing wouldn' do it, but there was not much ah could do 'bout it. . . . She says she believes she now owes \$900 on the thing an' . . . that knocks out the mink coat in mah house, it sho' does. . . . The mink market has now dropped. Ah don' reckon it's worth—ah don' know *what* it's worth now. It's dropped down. . . . Ev'rything has dropped down for me, it seems to me."

What about political pressure on his office? "Sometimes it got so hot ah would jus' git mah hat an' walk out. . . . Sometimes ah would jus' git up an' not even tell mah secretary where ah was an' jus' stay gone . . . fo' a day an' a half."

How did a tax prosecutor justify accepting

a \$5,000 commission for the sale of an airplane to a man representing two indicted—and subsequently convicted—tax evaders? "Ah wanna say this, that ah talked to the 'Torney General about it an' he says, Mr. Caudle, he says, Lamar, ah don' think there be any objection for you to accept this. He says these men's indicted an' they gonna be tried. An' he said ah don't see any objection for you to be makin' any money, that the government is not involved, because you have a large family. . . . After ah got permission from the 'Torney General an' tol' him about it, ah put the money to mah credit in the bank. . . . An' ah tell you one thing, you won't find a thing in that file there where ah tried to interfere with this man being tried. . . ." Attorney General Howard McGrath promptly denied he had ever known that anyone connected with the airplane deal represented anyone under indictment for tax evasion. Nevertheless the committee planned to call him as a witness. It looked as if Mr. Caudle's headache was going to have plenty of company in Washington.







GEORGE WASHINGTON BRIDGE STANDS EMPTY, WITH ONLY AN ARMY CONTROL CAR PARKED UNDER ARCH AT LEFT

SILENCE DESCENDS ON THE CITY

All of a sudden its traffic is halted and its people are whisked out of sight

For seven strange minutes last week, the streets of New York City were stiller than they had ever been in daytime. Uptown, the loudest noises that could be heard were the cooings of the pigeons or the occasional barking of a perplexed dog. No buses, trucks, taxis or private cars moved. On the avenues and along the side streets the traffic had pulled over to the curbs and here and there an empty auto stood with its engine idling, as though its driver had been pulled bodily from the wheel. Downtown, in the garment district, the men who trundled their racks of suits and dresses through the mob had vanished with their carts. The arterial highways and wide bridges that are the city's main

approaches were barren slabs of paving. The huge terminals serving the railroads, the airlines and the buses, which only a moment before had been crowded, were deserted. The clocks ticked audibly and only a few papers littered the floor; the people had disappeared. Down on the usually deafening wharves at Fulton Fish Market the only sounds were the lap of the waves, the scream of the gulls and the clomp of a horse's hoofs as a mounted patrolman passed. Although it was midmorning on a working weekday, Fifth Avenue (left) was quieter than on any Sunday dawn. Even the bustle of Herald Square was hushed, and the voice of an air-raid warden sounded an eerie echo along the deserted streets.

← A LONELY POLICEMAN STANDS WATCH ON DESERTED FIFTH AVENUE AT 4TH STREET



VANISHING ACT takes place on floor of the New York Stock Exchange. At 10:30 (top) some 2,000 clerks, pages and members were doing their business

on the floor. At 10:35 (second picture) the men line up at trading booths to file to shelters. A few minutes later (bottom) the huge floor is completely empty.

Silent City CONTINUED

City of New York
Office of Civil Defense

**THIS IS A
TEST AIR RAID DRILL**

**PLEASE LEAVE THE BUS AND
TAKE SHELTER IN BUILDINGS**

**On the "All Clear" Signal
Return to the Bus Promptly
and Show This to the Driver**

BUS RIDERS GOT A SPECIAL TICKET

MILLIONS TOOK PART IN HUGE ATOMIC DRILL

The thing that has suddenly silenced the city and halted the normal activities of 2,500,000 people was the greatest air raid drill of the atomic age. At 10:30 a.m. on Wednesday, 2,000 sirens screamed in a wavering wail and the drill was on. The exact time and day were supposed to be a closely held secret but the secret had leaked and many citizens had their ears cocked for the signal.

For some, when it happened, the drill was like a comasawake party. They showed up at the shelters in high gear and met the drill as a surprise. To others it was an unwelcome but necessary interruption in the day's business, but it was the first atomic drill in which all of them were the trainees, and they played their parts as quietly and obediently as any victims of the blitz. Well-organized defense workers had dealt with most of the foreseeable problems. Bus riders, who had to get off and go to the nearest shelter, were given special tickets so they could resume their trip without extra fare. Restaurants had a dispensation that waitrons did not have to participate, the rain less they forget to come back and pay up. There were only a few flaws. In some places the sirens could not be heard. One man was arrested for passing a lady warden. And a Staten Island ferryboat, which should have tied up at the dock, churned defiantly off across the harbor instead.



PRIVATE SHELTER was set up in a trunk in this big box at St. Luke's School. The 10th graders are to go to regular shelters when the sirens blow.



SANTA AS WARDEN did double duty in shelter area in Macy's store when he kept the children happy by passing out lollipops and telling them stories.



SUBWAY SHAVE was fate of this Bronx man who was caught in a lather in barber's chair. Here he walks to shelter as barber follows with razor ready.



STANDING PAT, armored car guard refused to leave post during raid. People caught in cars loaded with valuables were permitted to stay with them.

SCHOOLCHILDREN AND TEACHERS TAKE SHELTER→



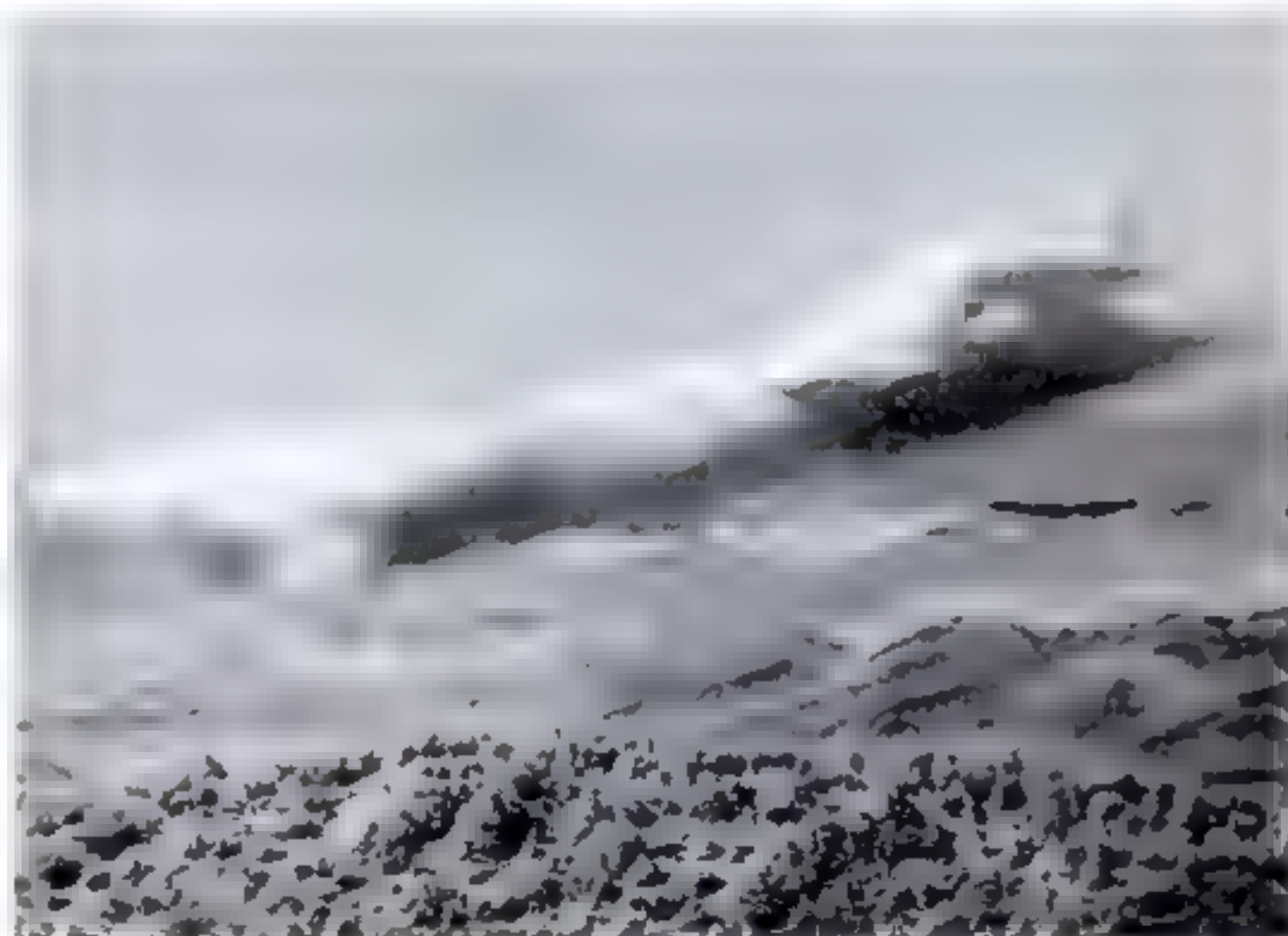


TWO MINUTES AFTER BURIED BOMB WENT OFF, THOUSANDS OF TONS OF NEVADA SOIL, OVERSHADOW FRENCHMAN FLAT. PICTURE WAS TAKEN 55 MILES AWAY

NOISE ROCKS A DESERT

First underground A-bomb blast tests shelters

In the last six years the U.S. had exploded atomic bombs high in the air, just above the ground, and beneath the sea. Last week, for the first time, the AEC buried an A-bomb in the earth of its Frenchman Flat testing ground and then touched it off. Before the explosion a variety of military equipment was scattered on the surface. Since an underground burst would be used mainly against strongly dug-in troops or deeply buried fortifications, the flat presumably was honeycombed with dummy shelters. When the bomb went off, nearby witnesses saw first a faintly luminous bulge in the earth. But because the fireball was buried, its light was not seen outside the area itself. Then a gigantic column of pulverized dirt mounted upward, blossomed into a 10,000-foot-high cauliflower cloud (*above*). Although the AEC wasn't saying, the bomb appeared to be about Hiroshima-strength, probably dug a hole 100 feet deep and 800 feet across.



DISSIPATING CLOUD, drifting southeastward about 10 minutes after the blast, contains radioactive material trapped in dirt thrown upward by the blast.



Busy, Busy Lady, here's a break for You!

Good hot soup...ready in 4 minutes...
gives you more time for Christmas shopping

Just a few more days 'til Christmas... and so many things to do! This is the time of all times in a busy mother's life when minutes count.

So why not build quick, nourishing meals around soup? You'll delight the family—save your energy. Good big bowls of

pipng hot soup are delicious... and full of the satisfying, wholesome goodness of meats and vegetables.

There are 21 favorite kinds with which to stock your soup shelf... all the variety in the world! So, these busy days... and every day... why not *have soup for lunch?*



SOUP AND DESSERT

Crackers

Campbell's
Cream of Celery Soup

Choicest garden celery and extra-heavy whipping cream, in a velvety purée!

Fruit Cake

Coffee



SOUP, SALAD AND DESSERT

Orange & Grapefruit Salad

Campbell's Tomato Soup

Luscious tomatoes, fine table butter, in America's favorite soup!

Spice Cupcakes

Milk



"My Soup Shelf is a WONDERFUL Help!"

"I try to keep several cans of the family favorites always on hand. That way, I'm ready for meal-planning or emergencies. And of course I'm *never* without Tomato Soup and Cream of Mushroom... I use them so much in my cooking!"



17" RCA Victor Preston—
Super Set. Handsome wood
table model. Matching Conso-
lette Base, extra.
17T155, \$299.95



17" RCA Victor Hampton—
Super Set in the more and
more popular console form.
17T160, \$329.50



RCA VICTOR television

new Super Sets with "Picture Power"

*Here are the reasons why you should buy an RCA VICTOR
Super Set—the newest achievement in television*



17" RCA Victor Covington—
Super Set. Picture perfect and
styled to match. 17T172, \$379.50

"Stay-put" doors are a standard
feature on RCA Victor Super
Sets. There's a built-in antenna
in wood cabinet models.



21" RCA Victor Suffolk—
Super Set with big-fame picture
television. 21T176, \$425.00

21" RCA Victor Donlev—
Super Set in fine grained cabi-
net with simplicity of "gold
wood" finish. 21T177, \$450.00
(In lined oak finish, \$400.00)



Replace your small-screen set.
Now, RCA Victor gives you the kind
of big-screen television you've been
waiting for. It's the best reason
you've ever had for replacing your
old small-screen set. Liberal trade-in
allowance and surprisingly easy
terms at RCA Victor dealers. Find
out today.

Prices shown are suggested list prices and include
Federal tax and war surtax. Subject to change with-
out notice and to Government Price Ceiling Reg-
ulations. Slightly higher in far West and South.
"Picture" T.M. Reg. U.S. Pat. Off.

- With the new RCA Victor Super Sets you get virtually *no interference*.
- Whether you are far in the country or deep in the city, you get *clearest reception possible*.
- You get *sharper picture detail*.
- You get the "Golden Throat" tone system.
- These receivers are ADAPTABLE to U.H.F. and color.
- You get the benefit of RCA Victor's unsurpassed engineering and manufacturing know-how.
- You get a complete choice of beautiful cabinet styles—no extra charge for mahogany finish.
- You get the dependability of RCA Victor Factory Service—the most experienced in television.
- And you get the world's most popular television. *More people own RCA Victor than any other make.*

Time in the Phil Harris Show, Sundays at 8 p.m. New York time, on NBC radio

Give "The Gift That Keeps On Giving!"®



21" RCA Victor Rockingham. An RCA Victor Super Set in gracious Regency-style, "bow-front" cabinet. Has the famous "Golden

Throat" tone system, phono jack for record changer attachment. Mahogany or walnut finish. RCA Victor 21T178, \$475.00



17" RCA Victor Kendall
—Super Set with clearest, strongest television in modern 2-door cabinet.
17T174, \$389.50



17" RCA Victor Bristol—
Compact metal table model.
The lowest priced Super Set.
17T153, \$279.95
Blond finish slightly higher.



17" RCA Victor Caldwell—
Super Set that's smartly styled—
smartly priced, too.
17T162, \$349.50

21" RCA Victor Clarendon
Super Set with distinctive Provincial styling. Mahogany, walnut or maple finish. 21T179, \$495.00



Make your set a phono-combination — only \$12.95 including records

\$6.00 worth of RCA Victor "45" rpm albums when you buy an RCA Victor that plays "15" records exclusively "Victrola" 45 Attachment above — only \$12.95 — plugs into TV sets shown — attaches to any AC radio or phonograph, too! Offer ends December 31, 1951.

RCA Victor gives you the only nation-wide Factory Service

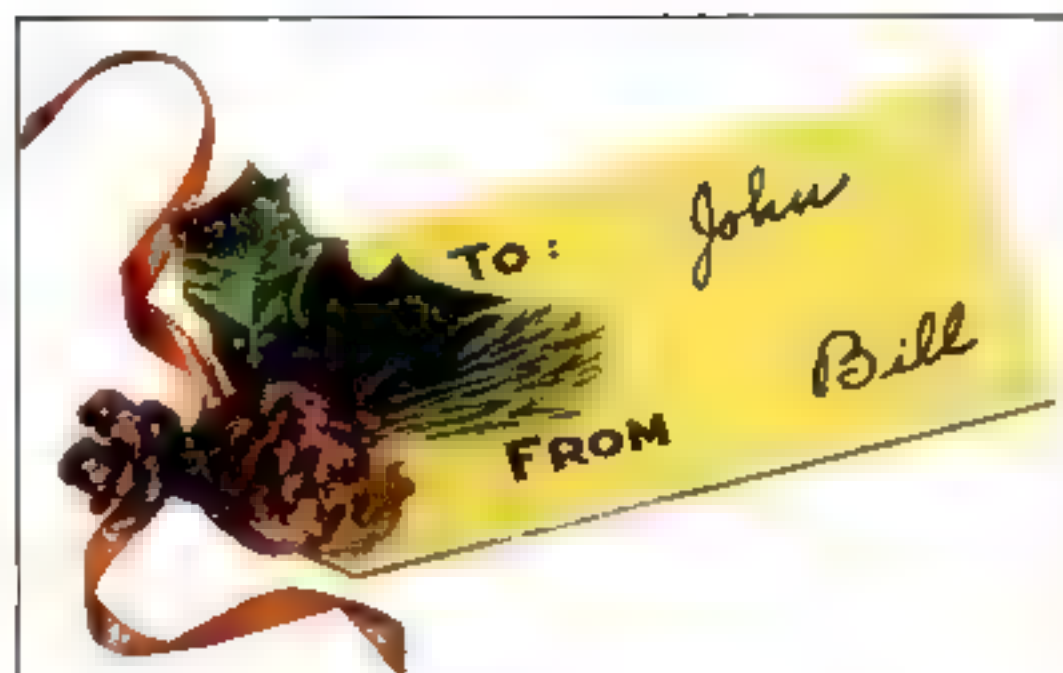
When you buy RCA Victor Television with RCA Factory Service — you get television's greatest combination. For the best maintenance service — buy one of RCA Service Company's budget priced protection plans. The cost — a little as \$5 for a year's protection on your RCA Victor picture tube.

RCA VICTOR

Division of Radio Corporation of America



WORLD LEADER IN RADIO . . . FIRST IN RECORDED MUSIC . . . FIRST IN TELEVISION



Signed

Every bottle of OLD TAYLOR also bears the famous signature of the late Colonel E. H. Taylor, Jr.



Sealed

Every bottle of OLD TAYLOR is also sealed with the official U. S. Government Bottled in Bond stamp.



Delicious

Every drop of OLD TAYLOR is delicious—as only the finest Kentucky straight bourbon can be.

NEW laurels await the holiday host who serves OLD TAYLOR in this smartly styled decanter. For guests appreciate the richness and smoothness of this famous old-time Kentucky bourbon. And remember, when you choose OLD TAYLOR—whether it's for holiday entertaining or as a gift—you're choosing the prize bourbon Colonel E. H. Taylor, Jr. chose to bear his name. Why not ask your dealer for OLD TAYLOR in this attractive new decanter today?

KENTUCKY STRAIGHT BOURBON WHISKEY
The Old Taylor Distillery Company, Frankfort, Kentucky



Sign of a Good Host

Jockey hitching posts that invited guests to tarry are another Sign of a Good Host—as traditional of Kentucky as the bourbon that bears the signature of Colonel E. H. Taylor, Jr. & Sons.

PEOPLE



JANE WYMAN WATCHES A SANTA CLAUS PARADE

Santa Claus was parading down the streets of Fort Worth, Texas recently for the benefit of a group of local businessmen. Everybody in town was lined up along the sidewalks and had brought the kiddies. If Santa Claus had been looking closely at the north side of West 7th Street between

Taylor and Throckmorton he would have been flattered to see Actress Jane Wyman, with a little kiddie of her own on her shoulder, staring at him. If he had looked still closer he would have seen that she was only a figure on a poster advertising her latest movie, *The Blue Veil* (p. 115).



ERLE STANLEY GARDNER left a successful law practice to become one of the most popular fiction writers of all time. His mysteries have been translated into

thirteen languages, are now dramatized on radio. No fiction is his sponsorship of Court of Last Resort, an organization designed to free innocent convicted prisoners.

So different...so much better...this great ale outsells any other 4 to 1

HOW WOULD YOU put a glass of Ballantine Ale into words?

Here, the creator of Perry Mason
has a try at it...

ERLE STANLEY GARDNER
RANCHO DEL PAISANO
Temecula, California

If you are calling upon me to put a glass of Ballantine Ale into words, I'm inclined to retain Perry Mason to state the case for me:

Mr. Mason: "We offer in evidence this green bottle containing an amber beverage, bearing the famous three-ring label."

"We propose to prove that the content of this bottle is accepted as the nation's outstanding ale, from the standpoint of purity, body and flavor."

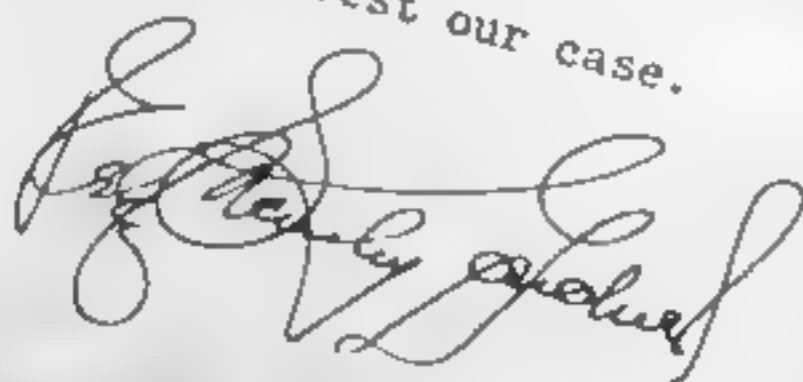
"In fact, your Honor, we contend that Ballantine Ale begins where other brews leave off! And the whole country knows it."

The District Attorney: "I object. How can you prove that the whole country knows it?"

Mr. Mason: "That fact already has been proved, your Honor. Ballantine is America's largest-selling ale ... outsells any other 4 to 1!"

"And, if the Court please, may I suggest that the Court try a glass of Ballantine Ale? And when you do, may it please the Court!"

At this point, Mr. Mason and I rest our case.



MARSH, OTTAWA



BALLANTINE ALE



Purity, Body and Flavor
in every refreshing glass

P. Ballantine & Sons, Newark, N. J.



Fruit of the Loom fine nylons
have a Christmas Gift
for you!

It's an expensive handkerchief
in every 3-pair box of finest holiday
stockings, priced from \$1.19* a pair.

To get yours, visit your favorite hosiery counter
or write for the name of the store nearest you.

fruits of the loom fine nylons • empire state bldg • new york 1

*America's only
better priced FINE
nylons from 99¢ to
\$1.69 pr.



FORD MEETS BIG BUSINESSMEN FROM EUROPE

Man-to-man discussion was order of the day as Henry Ford II showed heads of big European industrial combines, Georges Villiers of France and Fritz Berg of West Germany, over the River Rouge plant. Visitors were in group of businessmen invited to U.S. by ECA to look at American production methods and free competition in order to help raise Europe's productivity. What most impressed visitors were U.S. methods of management training, the scale of research and "the climate and atmosphere that exists in your factories among your workers."



U.S. BANKER MEETS BRITISH ECONOMIST

Nose-to-nose conference between Geoffrey Crowther (left), editor of London magazine *The Economist*, and Laurence Marks, president of U.S. Investment Bankers Association, occurred at convention in Hollywood, Fla. Crowther told bankers Churchill was more interested in restoring confidence between nations than in getting more U.S. money.



Robert Bruce
KNITWEAR

FOR MEN, BOYS
AND JUNIORS

FLEXELF is the miracle shoulder construction! What a difference this patented feature makes in fit, in smartness, in comfort, and in extra years of wear! See how it g-i-v-e-s with every body movement, yet always springs back into shape.

AT BETTER STORES EVERYWHERE

ROBERT BRUCE KNITWEAR COMPANY • PHILADELPHIA 33, PENNSYLVANIA

THE ONLY SWEATER
WITH THE PATENTED
FLEXELF
ELASTIC SHOULDER



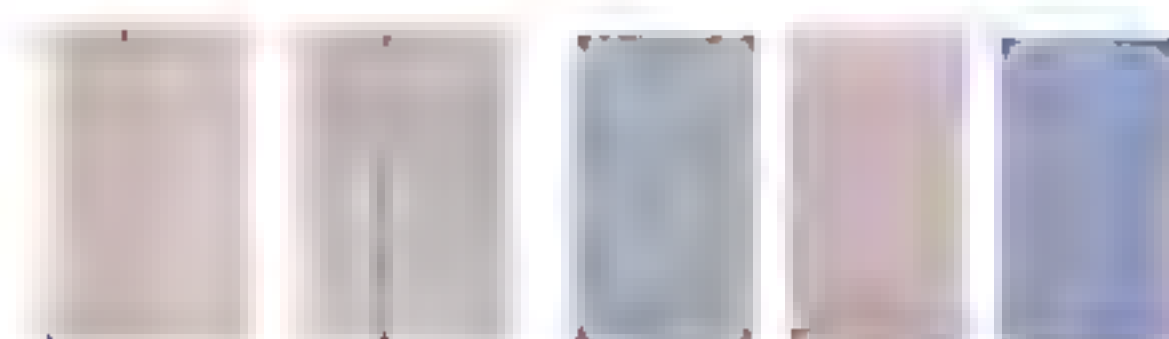
... talk about being good !

ALL WE DO
IS BRING
'EM!
YOU WEAR 'EM
YOU LUCKY
GUYS!



ARROW SHIRTS

See TV's new comedy sensation—Arrow
presents Herb Shriner weekly on ABC!



Every man loves Arrow white shirts . . . their superb style . . . their easy comfort! Like the famous *Dart* with nonwilt collar. Small diagrams show you two of many other Arrow white shirt styles: Arrow *Par*, soft, widespread collar with stays; and Arrow *Drew*, nonwilt medium-point collar and low neckband.

For a change, give him a smart classic Arrow striped shirt (*Belmont* collar shown), or a solid

color Aratone shirt. (Collar shown is the comfortable *Ardley*.) The swatches give you a faint idea of the other shades available in striped and solid-color Arrow shirts.

Bring color and comfort to his "time off" with supremely comfortable Arrow sports shirts! No man EVER had too many! (Top, right-hand page) Arrow *Hounds Tooth* check—neat—distinguished. A fine color range, and WASHABLE.

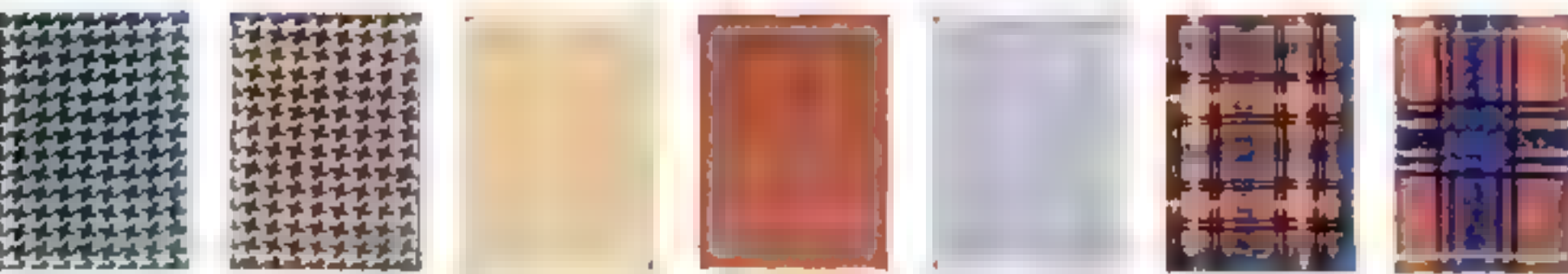


What would Christmas be without ties—especially ARROWS? In this ad you'll see a selection of new Arrow ties, including all-silk foulards, regimental stripes, Paisley patterns and novelty prints to delight men! ALL knot up and drape to a king's taste, wear like True Love itself! (Fabric content shown on each tie.)



A really fine gift is an Arrow undershirt, or comfortable shorts. (No center seam to chafe!) Choice of elastic sides with GRIPPERS, or the "Sprinter," all-elastic waistband. P.S. For Christmas, Arrow handkerchiefs, too! Cluett, Peabody & Co., Inc. Makers of Arrow shirts, ties, sports shirts, handkerchiefs, underwear.

MERRY CHRISTMAS!



(Middle) America's favorite sports shirt, the famous Arrow *Gabanaro*! It comes in *your exact* collar size and sleeve length. Tailored for action of a rich, colorfast, WASHABLE rayon gabardine that packs worlds of wear. *Gabanaro* features the new ARAFOLD collar that brings you comfort you've never known before . . . new smartness . . . with or without an Arrow *Gabanaro* tie, as shown.

There's nothing like 100% wool Alpine Flannel for winter warmth, and nothing like a bright plaid to dress it up! Here (bottom) is a typical number. Arrow has these fine plaids also in cottons, in rayons, and in mixtures. All are WASHABLE—a feature of prime interest to wives! Swatches below show two more *Hounds Tooth* checks, three of *Gabanaro's* 12 colors, and a brace of plaid patterns.



Santa Claus carves the ham. What's more fitting than the jolly old gentleman in the bright red suit presiding over those fragrant pink slices? Ham is festive; ham is gay—Ham's in tune with the holiday! So bake it and carve it, meat lovers of America, for a Merry Christmas and a Happy New Year!
P. S. And what a happy gift idea, too.

AMERICAN MEAT INSTITUTE • Headquarters, Chicago • Members throughout the U. S.



This Seal means that all nutritional statements made in this advertisement are acceptable to the Council on Foods and Nutrition of the American Medical Association



TEAR GAS ATTACK left embattled chimney sweep undaunted. To this chemical warfare he replied in kind by throwing back bottles full of gasoline.

'I SHALL JUMP AT ONE'

A disgusted chimney sweep toys with his doom

High on the schoolhouse chimney in Hallstahammar, Sweden, the former municipal chimney sweep stood, railing at the town's officials and threatening suicide. John Wennerdahl, 56, was bitter at the town authorities for refusing to give him back the job he had quit when he decided to retire two years before. Carrying homemade Molotov cocktails, a sweep's soot-clearing steel ball on a wire, and a length of rope, he scaled the chimney, high above ground. "This," he shouted down, "is my thanks for 28 years of loyal service." For 105 minutes he repelled his rescuers, including his own son. "I shall jump at one o'clock," he yelled. As the hour came near, police raised a ladder to reach his aerie.

CONTINUED ON NEXT PAGE



HIS OWN SON, jumping to plead with father, was attacked with ball.



NOOSE was adjusted over head as Wennerdahl shouted his ultimatum.

If You Really Know About MEN
—You'll Give
MENNEN Gifts for Christmas!

4 WAYS-IN-ONE TO A MAN'S HEART

Here in this one wonderful gift is all a man needs to start every day right—keen, well-groomed, handsome. Contains Mennen Skin Bracer, Shave Cream, Talcum for Men, and new Mennen Cream Hair Oil. Smartly packaged in colorful holiday gift box.

MENNEN

YOU COULD CLOSE YOUR EYES ...and Pick This Gift

You can't go wrong—because Mennen Skin Bracer is far and away the most popular after-shave lotion in America. Give him this big, De Luxe "King-Size" bottle of Mennen Skin Bracer—smartly gift-wrapped.

FOR EVERY MAN ON YOUR LIST

MENNEN Skin Bracer

THE PERFECT MAN'S GIFT

MENNEN Gifts for Men



HE JUMPED, feet first and fierce to the very last, as the policemen's ladder reached up to his lofty perch. The would-be rescuers froze stiff as the noose

jerked tight. The rope broke and John Wennerdahl crashed down onto the tiled roof. They carried him away, but he died soon after of his internal injuries.

IT'S NEW! This Westinghouse CHRISTMAS BULB Won't Chip or Peel!



FOR INDOORS OR OUTDOORS. Let it rain, snow, blow or blizzard . . . these new Westinghouse PERMACOTE Christmas bulbs (C-7½) will burn steadily with a spar-

king, jewel-like brilliance throughout the holiday season. Their colors can't chip or peel . . . they're PERMACOTE! And they're the most beautiful you've ever seen!

EXCLUSIVE PERMACOTE FINISH LETS YOU USE THIS SAME BULB INDOORS OR OUTDOORS

Here's the only real forward step in Christmas lights in years . . . PERMACOTE . . . an exclusive Westinghouse development. The color is provided by colored glass, fused to the bulb itself. It is not a paint! These bulbs will not chip or peel . . . indoors or outdoors. They're more sparkling than any Christmas bulbs you've ever seen! You'll be smart to insist on PERMACOTE when you buy new tree lights. Westinghouse Electric Corporation, Lamp Division, Bloomfield, New Jersey.

YOU CAN BE SURE...IF IT'S

Westinghouse

BUY THE HANDY CARTON OF 10

Sparkling PERMACOTE bulbs are available wherever Christmas lights are sold . . . in cartons of all one color, or assorted colors

150-watt Floodlamp
showers the home with
extra bright light

25-watt for extra color
throughout the house

C-6 series burning
for indoor strings

C-7½ PERMACOTE
multiple burning for
indoor or outdoor strings

C-9½ multiple
burning for
outdoor strings







USING MINE DETECTOR to spot metal objects such as guns, British troops comb Egyptian house.

BRITISH TIDY UP AS EGYPT BOILS

On "Struggle Day," the Egyptian equivalent of the Fourth of July, Cairo's hot streets filled with silent people (*opposite page*) marching to the cadence of schoolboys' drumming. Above hobbled bloodthirsty-looking signs demanding again that Britain give up the Suez Canal and leave Egypt. The Egyptian government kept the mobs under control, fearing that the long-oppressed peasantry, now inflamed with nationalism, might revolt against the government rather than against the British. Meanwhile the British, who have over 40,000 troops holding the Canal, employed their army to reduce terrorism in their zone. They surrounded villages, searching the dark mud tenements for weapons. They sent their own women and children home and drew tighter inside barbed-wire perimeters.



SEARCHING VILLAGE ALLEYS, British troops stalk through Abu Gamus, in the Suez Canal zone,

looking for arms. Only women and children watch. Egyptian men have been taken away during search.



← **CAIRO MOBS**, demonstrating against the British, were forbidden by police to shout, carried signs like this, reading, "The people are the Hammer of Freedom."

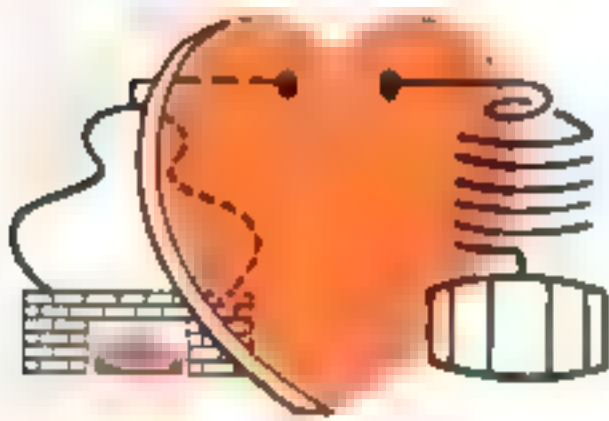
CANAL ZONE EGYPTIANS (*above*), men from Abu Gamus, squat stoically while their homes are searched. Suez Canal passes through lake in background.



SELECTION MEANS PERFECTION

The average diamond mine digs 23 tons of earth to obtain 4½ carats of diamonds. Of this total, only 1 carat will be a flawless diamond worthy of the title, "King of Jewels".

"Heart-of-the-Run"® Is Perfection!



MEDLEY BROS. Bonded Bourbon is truly a product of selection, too. For four generations our Kentucky distilling family has barreled only the prime middle-run of each day's distillation. We Medleys call this genuine sour mash whiskey "Heart-of-the-Run"®. You'll call it the smoothest, heart-warming Kentucky Straight Bourbon Whiskey that you ever tasted.

Kentucky
STRAIGHT
BOURBON WHISKEY
100 PROOF
BOTTLED
IN BOND

Medley Distilling Company
Owensboro, Ky.
Owned and Operated Exclusively
by the Five Medley Brothers

* T. M. REG.

"Heart-of-the-Run" whiskey means the middle and best part (the heart) of each day's run. The first part (heads) and the end (tails) of each day's distillation contain undesirable ingredients and are never allowed to go into whiskey made by the Medley Distilling Company.



Egypt Boils CONTINUED



EGYPTIAN JOB SEEKERS, who quit working for the British, throng the ministry in Cairo, looking for jobs promised by the Egyptian government.



ANTI-BRITISH PLOTTER, ex-Grand Mufti of Jerusalem, views "Struggle Day" parade from sidewalk. He called for *jihad* (Moslem holy war) on Britain.



LINEUP FOR FOOD at British commissary, under eyes of sentry, was a familiar sight in Ismailia before British women and children were evacuated.

Time for tenderness



... and what could be so tender as a generous serving of the Green Giant's sweet and famous peas at holiday meals.

Green Giant Peas
BRAND

SEE "LIFE WITH LINKLETTER," ON ABC-TV
Green Giant Company, Headquarters, Le Sueur, Minnesota;
Fine Foods of Canada, Ltd., Toronto, Ontario
"Green Giant" Brand Reg. U. S. Pat. Off. ©GICo.

Give him Calvert...



It's THE smart and thoughtful thing . . . to give a man his choice of many flavorful drinks!

Give him Calvert Reserve . . . and he'll enjoy it in the most superb highball he ever tasted. Or in a zestful Manhattan . . . a robust Old-Fashioned . . . a festive Egg Nog or Hot Toddy.

Whatever his favorite drink, he'll delight in Calvert's

smoother, milder taste. For Calvert Reserve has the flavor *most* folks like *most*, because it is blended to a taste determined by a "Consumer Jury" made up of thousands of folks just like yourself.

So give Calvert . . . in the distinctive decanter bottle and handsome gift carton. And *serve* Calvert, too! Truly, it's the choicest you can give or serve!



CALVERT RESERVE BLENDED WHISKEY — 86 & PROOF — 65% GRAIN NEUTRAL SPIRITS.

many gifts in one!

(He will enjoy it so many different ways!)



LOOKS
WONDERFUL!

TASTES
GREAT!

Two holiday recipes to try yourself...

HOT TODDY — Put a lump of sugar in a glass and dissolve with hot water. Add twist of lemon peel, 4 cloves and, if you desire, a stick of cinnamon. Pour in a generous jigger of Calvert Reserve. Fill with boiling water.

EGG NOG — Separate the yolks and whites of 6 eggs and beat separately. Add $\frac{1}{2}$ cup of sugar to yolks while beating, and $\frac{1}{2}$ cup of sugar to whites after they have been beaten stiff. Mix whites and yolks, then stir in 1 pint of cream and 1 pint of milk. Add 1 pint of Calvert and about an ounce of Jamaica rum or brandy. Stir and serve with nutmeg on top.

Give and serve

Calvert
RESERVE

The Whiskey that Challenges Comparison

Christmas! What a Set-up!

You're sure to come out on top, when you give him something by SWANK. Choose his gift from this choice array—in a wide range of styles and patterns to please any masculine taste. Attractively gift-packaged.

SWANK on jewelry, belts and wallets means QUALITY



A—Sport Golf Set: \$3.50

B—Diagonal Groove Set: \$5.00

C—Open Knot Jewelry Set (White Metal): \$5.00

D—Boston Chain Set: \$5.95

E—Domed, Open Chain Jewelry Set: \$5.00

F—Alligator-Grain Leather Jewelry Set: \$3.50

G—Open Knot Jewelry Set: \$3.50

H—Duogram Initial Jewelry Set: \$4.95

Prices subject to Federal Tax

SWANK—© Swank, Inc., Attleboro, Mass.



WITH BOW TIE AT 13



HABERDASHER TRUMAN, 36, (LEFT) STANDS IN HIS STORE



WITH BOW TIE AT 62

The President's Clothes

EXPERTS MAY CARP, BUT HIST HAS BECOME A BETTER DRESSED MAN

Warm breezes were caressing the Florida coast as Harry Truman, currently vacationing in Key West, strolled the beaches clad in a truly splendid sport shirt decked with blue sea gulls (*see cover*). The President looked fit and the shirt looked fine. It was a trifle gaudy, but he was flaunting it. The shirt reflected that part of his personality which was jaunty and stubborn and refused to give in to the character-changing pressures of his job. Over the years the President had chosen to make concessions to clothes conservatism in his business suits. But while he was off duty he was Harry Truman and would wear what he liked.

Back in the old days, when he posed for a portrait as a boy of 13 or stood around his Kansas City haberdashery store as a man of 36, a cheap, simple suit right off the rack was all Truman could afford. It mattered little if the trousers were short or the jacket too tight. Even in the Senate his clothes were a matter of whim; senators are notoriously individualistic as dressers,

and a flamboyant Connally passes as unnoticed as a subdued Saltonstall. But when he became President, Truman came into the focus of the public eye as a clotheshorse as well as a man. At first he took the former function lightly. He had always enjoyed picking out clothes and hated being dictated to. He had a professional's eye for materials, if not for the cut of the cloth and anyway, clothes were a matter of taste. He might not know much about fashion but he knew what he liked. This was in the beginning. Through the years, however, he has become increasingly aware of cut and style. Now some of his suits are so proper that he sometimes comes close to being downright well dressed, even by fashionable standards.

Dubiously watching the improvement of the President's business suits, experts on male fashions have permitted themselves a few murmurs of approval, but they are anything but pleased with the area around the President's neck. His ties (*below*) and shirts have been the despair of

the fashion world. They have long since given up on the ties but counted it a step in the right direction when Truman gave up his collar clip several years ago. They look forward to the day when he will run out of his starched-collar shirts and buy some soft-collar ones. This, however, may take some time. The President has a huge supply dating from a vast windfall of gift shirts he got just after the war when a newspaper said he had run out.

A dapper, nifty but not altogether successful dresser, Truman has found himself a target for hecklers. A few years ago, when he chose a silver striped tie for evening wear (*above, right*) American tailors were sternly critical. And last winter a deputation of British tailors visiting Mme. Tussaud's Waxworks in London were so aghast at the necktie on the presidential dummy that they reported their horror to the press. Informed of this the President stood his sartorial ground and cheerfully remarked that he didn't think it was any of their business at all.



1938



1942



1944



1945



1945



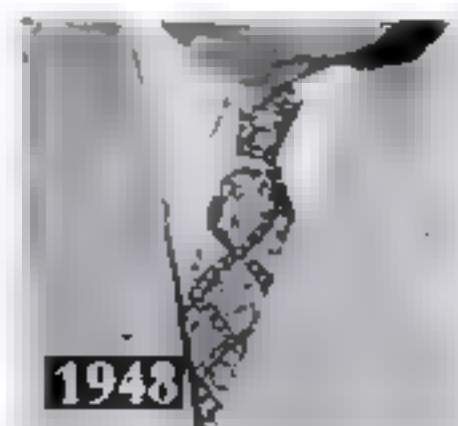
1946



1947



1947



1948



1950



1950



1951

TRUMAN'S TIES, which he gets given to him by the dozen, show no particular trend toward conservatism. He wore quiet ones as a senator in 1938 and 1942 but has had no repressions since, as shown in the ties worn in: 1944, at the national Democratic convention; 1945 as President, aboard U.S.S. *Augusta* en route to Big

Three meetings; 1945, in Washington; 1946, blasting the railroad strike; 1947, on Pearl Harbor Day; 1947, while getting turkey for Christmas; 1948, on the eve of his nomination; 1950, a U N. tie as he accused Russia of blocking peace; 1950, a comparatively quiet tie as he apologized to Marines; 1951 on his 67th birthday.

SUITS HAVE PROGRESSED FROM DEPLORABLE TO DEBONAIR

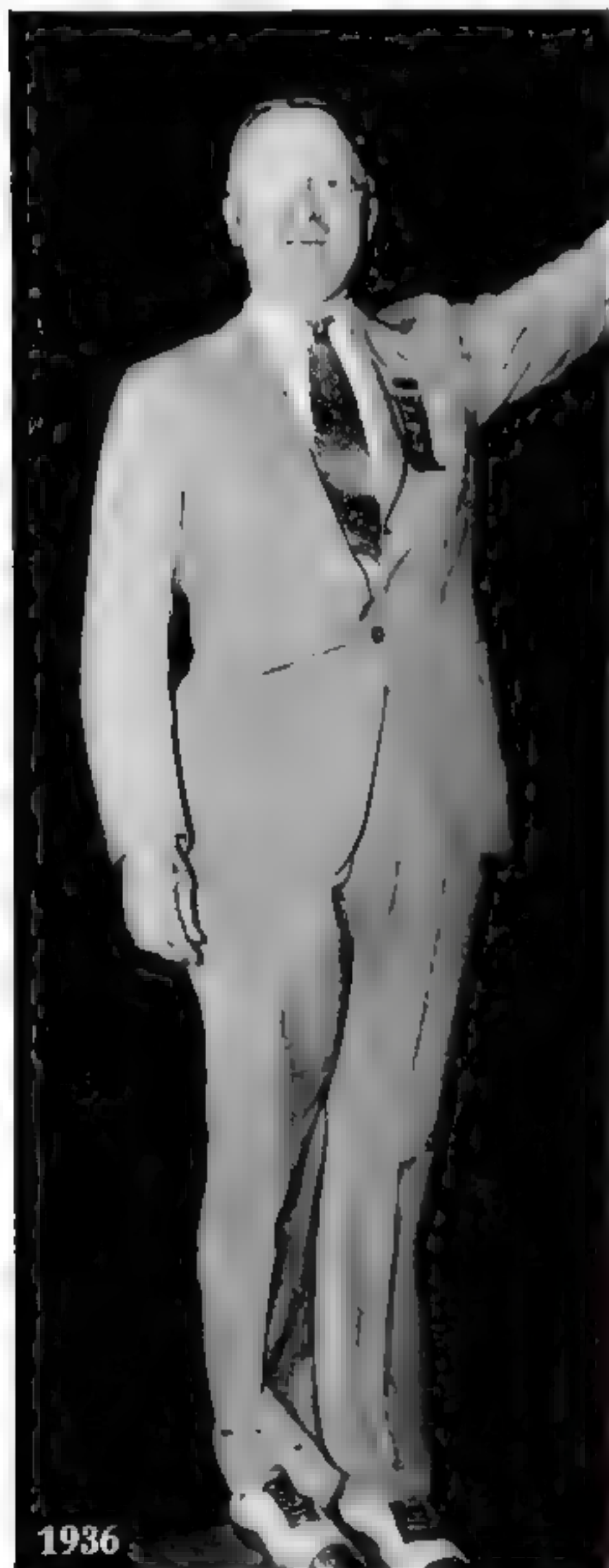


1914
IN SOBER SERGE in days when his sleeves were shorter, young Farmer Truman takes a classic pose.

The evolution of the Truman suit, as it is shown on this page, has been slow and painful. It was made necessary on the one hand by the dignity of his official position and made possible on the other by his success and increased income. Before he came to the White House, Truman bought most of his suits in Kansas City. Since then he has patronized a Washington tailor, only occasionally venturing as far afield as New York. In the old days his suits were often single-breasted but now, probably because he has developed something of a paunch, he favors double-breasted ones. This is not in line with the highest fashion, but here the President has a point: when he wears a single-breasted suit (he has two new ones) he uses a vest and leaves his coat unbuttoned, a combination which exaggerates his paunch. As far as colors go, Truman has always preferred dark blue or light gray and he likes a knife-edge crease in his trousers. This has long been a habit of his—he is unusually neat in his clothes. But nowadays he has the services of Arthur Prettyman, a valet he inherited from President Roosevelt, and the creases are sharper than ever.



1948
IN TIDY TWEED, a handsome, dignified suit with too wide lapels, Truman stands on White House lawn.



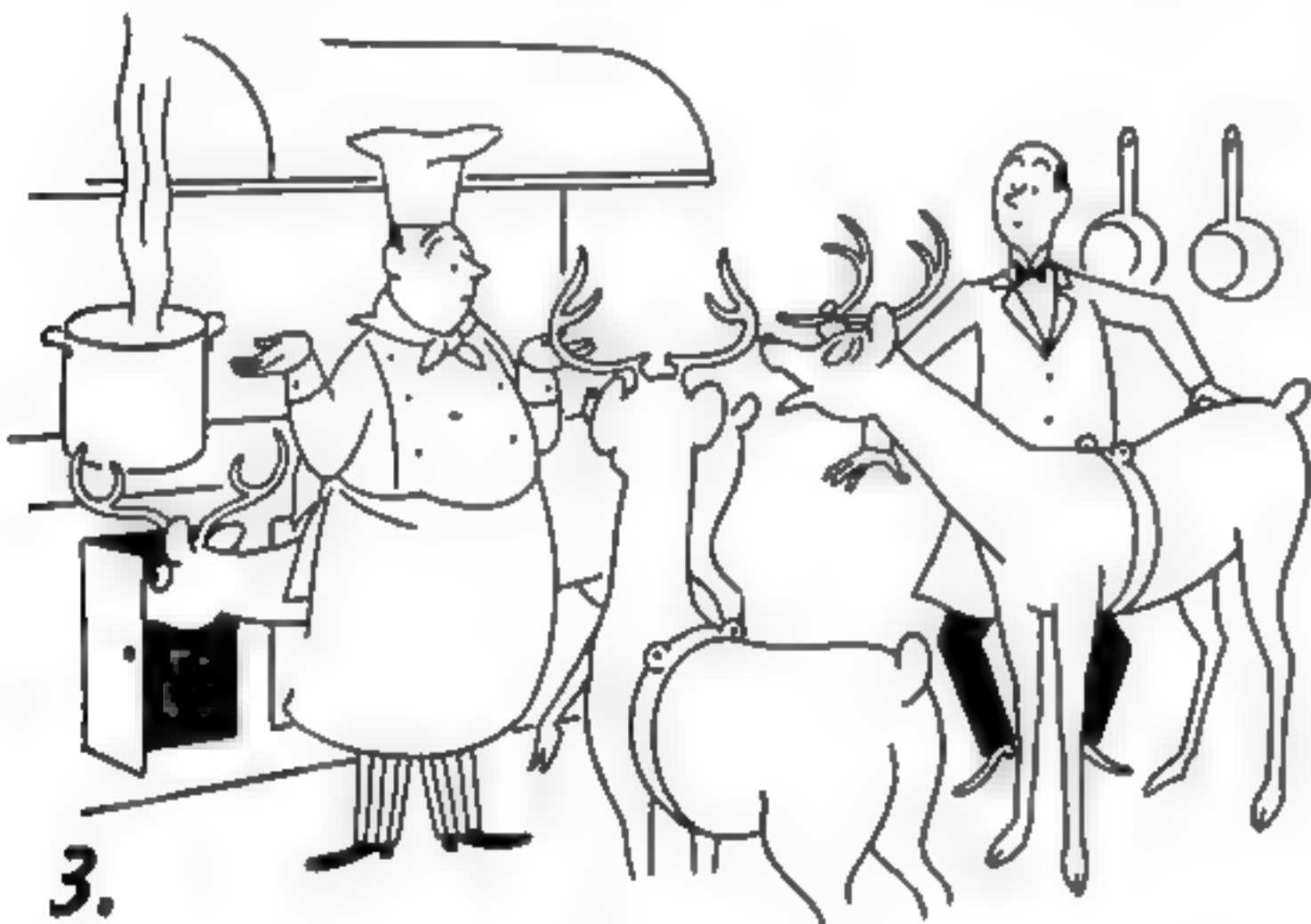
1936
IN WORST DAYS Senator Truman wears ill-fitting single-breasted suit at Democratic convention.



1945
IN BETTER DAYS Truman met King George of England wearing trim but still unfashionable outfit.



1951
IN BEST DAYS the President now wears this neat and tidy, simply styled blue double-breasted suit.



STATLER HOTELS. NEW YORK • BOSTON • BUFFALO • DETROIT
CLEVELAND • ST. LOUIS • WASHINGTON
STATLER-OPERATED HOTEL WILLIAM PENN • PITTSBURGH
★
ANOTHER GREAT NEW STATLER • LOS ANGELES
(NOW UNDER CONSTRUCTION • READY FOR OCCUPANCY 1952)



it's
BRIGGS
for pleasing
pipe-smokers
at Yule Time!



Put smooth, mellow Briggs on your Christmas shopping list today. There's no better way to please your pipe-smoking friends and relatives than to give them Briggs in the gay and colorful special Christmas wrapping.

You'll like giving Briggs . . . and they'll like getting this great pipe tobacco even more . . .

because:

BRIGGS smokes
3 WAYS BETTER:



1. Stays lighted longer

2. Cleaner burning



3. Less tar

**Christmas Day . . . Every Day
in the Year**

Briggs gives more pipe-smoking pleasure because its fine tobacco is aged and mellowed in oaken casks.



1949

TYPICAL TRUMAN SUIT, far better than his early ones but not so well tailored as his latest, adorned the President as he stepped off the plane at Key West two years ago. He is carrying an American Legion cane and, for once, his sleeves are not sharply pressed. His lapels are too wide to be in the highest fashion, and his trousers are too long;

they should barely break over the tops of his shoes. Tailors have so long worried about the length of his sleeves, which should be short enough to show more of the cuff of his shirt. They admire the President's broad square shoulders. As one of them put it, "They're not the humps kind; they're the kind you can readily drape a garment on."

CONTINUED ON PAGE 73

What would you give



-for a good night's sleep?

**Give an AIRFOAM pillow—
the gift that assures better sleep every night,
for years and years of comfort.**

GIVE an AIRFOAM pillow, and someone will bless you every night in the year, for years to come. No other pillow affords such satisfying, sleep-easy comfort.

AIRFOAM soothes a sleepy head with cool, buoyant, utterly restful support. It doesn't sag or hollow out—you never have to plump it up. All through the night, all through the years, it keeps its shape—and comfort.

And AIRFOAM is so nice to be next to — thanks to the cooling air flowing through its myriad cells. It's dust-free, too.

For a grand Christmas gift, give dreamy, sleep-inviting AIRFOAM pillows. And treat yourself to one. You'll find them at furniture and department stores—a luxury in everything but price. Goodyear, Airfoam Dept., Akron 16, Ohio.

Press your fingers down on AIRFOAM and it gently gives, cradling them buoyantly. Lift your hand and AIRFOAM instantly plumps back to full-rounded shape.



No pounding



No sneezing



No wrestling

Airfoam

SUPER-CUSHIONED PILLOWS BY

GOOD YEAR

THE GREATEST NAME IN RUBBER

We think you'll like "THE GREATEST STORY EVER TOLD"—Every Sunday—ABC Network

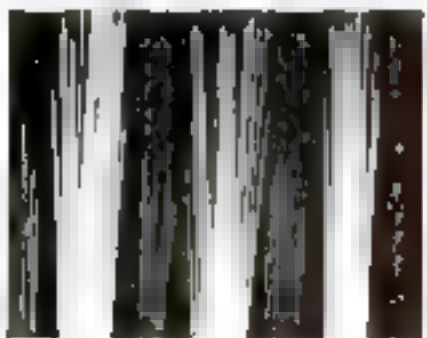
Airfoam—T. M. The Goodyear Tire & Rubber Company, Akron, Ohio

Here's a new kind of hairbrush
that does really wonderful
things for your hair...!

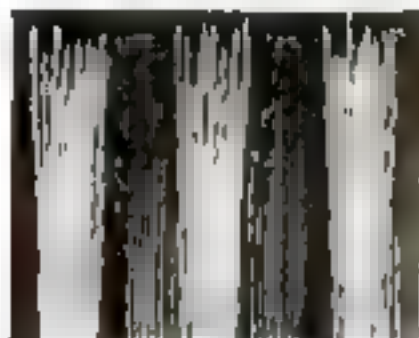
Gainsborough
KEEPS YOUR HAIR CLEANER LONGER"

NOW—with 25
strokes a day—
brush your hair
clean and keep it
clean between
shampoos

The first improvement made in a hairbrush in years



Regular
Nylon Bristles



Gainsborough
"Miracle" Bristles

Gainsborough's "Miracle" bristles are "wavy" in-
stead of smooth and straight. They brush out 4
times more hair-dulling dirt than any other brush.



The story of this new kind of hairbrush...
for women, and men, too... begins with a
new kind of specially processed hairbrush
bristle. Derived from nylon, these new
"Miracle" bristles strip clean each strand of
hair and enable you to brush your hair four times as thor-
oughly, four times cleaner, four times more quickly.

Hair specialists have proved these facts under
actual brushing conditions: This new Gains-
borough Hairbrush will brush out more dust,
deposits, and oiliness by weight than any
other brush—and in one fourth the time! In
scores of half-head tests, hair brushed with these bristles is
brushed clean in only 25 strokes instead of the usual 100!



You will be amazed how this new Gains-
borough can keep your hair soft, clean and
lovely for days and days between shampoos.
It will even invite your hair to curl—because
perfectly clean hair usually wants to curl.
Get a new Gainsborough and try it today...

Made by the makers of the Dr. West's Toothbrush

Cope, 1951 by Weon Products Company



THE MILITARY
(for men)
\$8.00
set of two

THE FLAKE
(for women)
\$3.00

THE PROFESSIONAL
(for women)
\$3.00

THE CLUB
(for men)
\$3.00

Copyrighted material



IN SOMBER TIE, Truman picnicked in Kansas City, creating "country costume" by removing coat.



WITH SHIRT TUCKED IN, the President dangles trophy he caught while on vacation in Bermuda.



SHIRTTAILS OUT, wearing a helmet and baggy pants, Truman begins trend toward present fashion.

NOW THAT HIS SUITS ARE SEDATE, HIS SHIRTS ARE WILD

Every action, according to Newton's law, has an equal and opposite reaction and there have been few better examples than the trend in the President's sport shirts. As pressures of state have slowly forced him into a quiet suit and tie, Truman, a naturally aggressive character, has retaliated by wearing vacation shirts that get progressively louder every year. Thirty years ago, in Missouri on a picnic with his mother, he wore an ordinary shirt (*above*). Twenty-five years later, he still wore one tucked into his trousers. But by 1947 his shirrtails were out, by 1948 he was gay as a paintbox and by '50 it was considered a dull day when he wore a costume any

less eye-catching than the one shown at bottom right. The gay shirts themselves, if they are not overloud and are worn in certain surroundings, are considered permissible by dictators of the fashion world. The President's, most agree, are much too loud. But what the experts really deplore is the President's habit of wearing hard-soled white shoes while on fishing trips (he is gradually shifting toward the more correct moccasin), his occasional habit of wearing the coat of a business suit over his sport shirt (with the shirt collar on the outside) and, perhaps worst of all, his practice of carrying a cane (*below*) with sport clothes (a cane is for formal wear only).



IN LOUD SHIRT brilliantly decked with astronomical designs, the President grins happily at Key West. Such shirts were then a rarity in the presidential party.



IN ALL HIS GLORY Truman appears in yellow shirt with brown panels, cap with green visor, and colored cane. By then members of party all wore such shirts.

Guard Against Throat-Scratch

enjoy the smooth smoking of fine tobaccos

...smoke **PALL MALL**
the cigarette whose mildness
you can measure

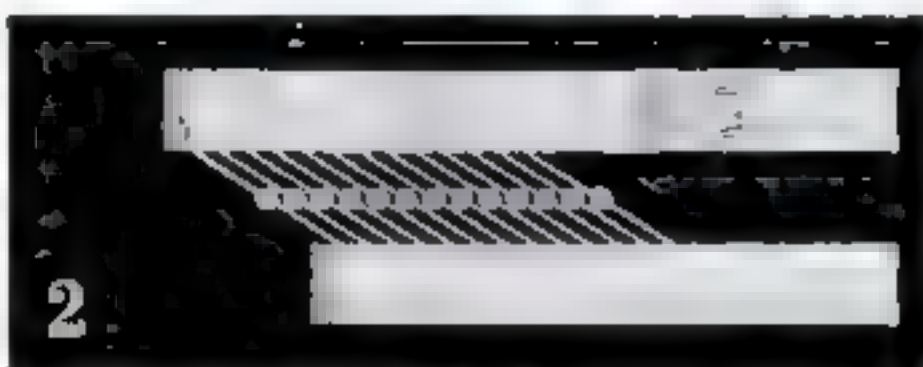


Study This Puff Chart:

PUFF BY PUFF...YOU'RE ALWAYS AHEAD WITH PALL MALL



1 The further your cigarette filters the smoke through fine tobaccos, the milder that smoke becomes. At the first puff, PALL MALL's smoke is filtered further than that of any other leading cigarette.



2 Again after 5 puffs of each cigarette your own eyes can measure the extra length for extra mildness as the smoke of PALL MALL's traditionally fine tobaccos is filtered further. Moreover, after 10 puffs of each cigarette...



3 ... or 17 puffs, Pall Mall's greater length of fine tobaccos still travels the smoke further—filters the smoke and makes it mild. Thus Pall Mall gives you a smoothness, mildness and satisfaction no other cigarette offers you.

Wherever you go today, you will see more and more people smoking PALL MALL—the cigarette whose mildness you can measure.

Outstanding

and they are mild!



P.S. (5) A CARTON OF PALL MALLS SAY THERE'S SMOOTHNESS (10) (10)

HARRY HAS A LOT OF HATS



HE WEARS TWEED CAP

To crown the presidential head, hats by the hundreds have been showered on Harry Truman. They range from the cap of a navy flier, a yachtsman or a sulky driver to a pith helmet or a Panama. In vacation time he is likely to appear in any of them except his official Shriner's fez, his Legion cap or a \$150 Stetson, which he feels is too valuable to wear. In windy weather, off and on since 1945, he has turned up in a tweed cap (*left*) that is only slightly less baggy than the burlesque headpiece worn by a "top banana" (*LIFE*, Dec. 3). In Washington, and when on

business, Truman has graduated through the years from a pearl-gray Stetson, which he likes best of all, through a gray fedora to an occasional silk topper, which he hates. But, whatever the hat, he invariably jams it squarely on top of his Midwestern face and lets it sit there impersonally, looking as though it were doing its best to ignore the tie underneath.



GRAY STETSON, a Truman favorite since he came to Washington, is hardly fashionable but goes better than others with his loud ties and lively face.

BLACK HOMBURG of the formal diplomatic variety gets little help from bright necktie. He wore this when he went to get an honorary degree.

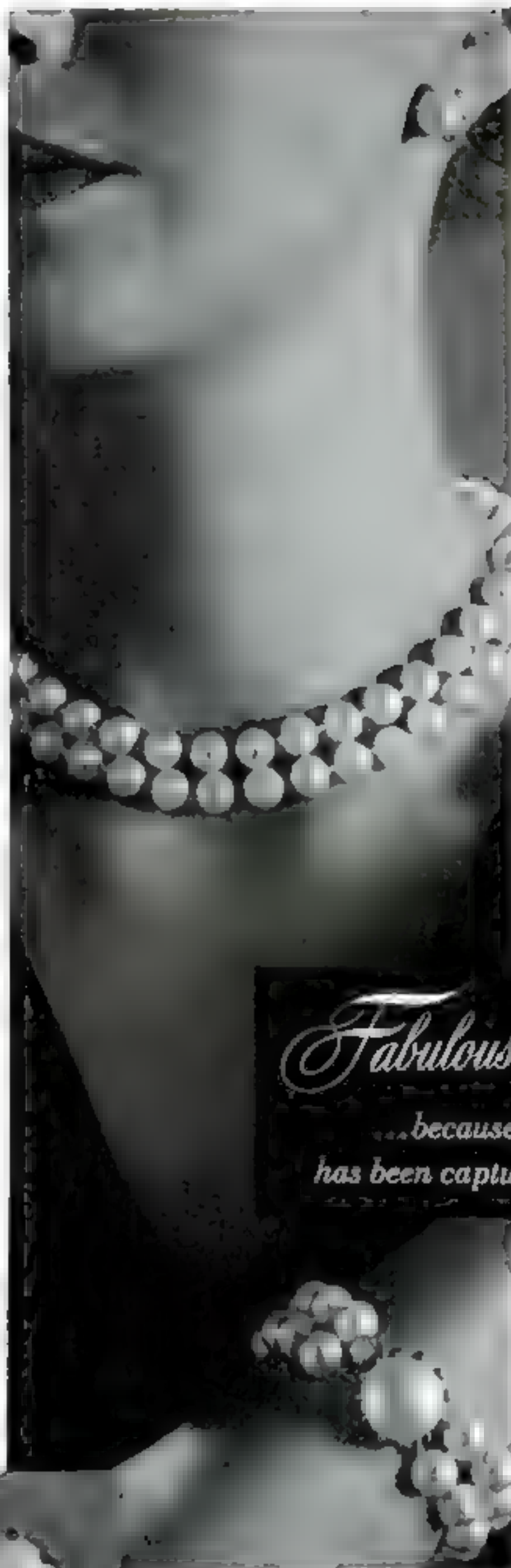


GRAY FEDORA graced the Truman head in Cheyenne, Wyo., together with a proper carnation and a highly improper, informal, gay bow tie.

SILK TOPPER was worn to funeral of Chief Justice Stone. With formal presidential costume it was necessary but on Truman seemed unnatural.



CONTINUED ON NEXT PAGE



Fabulous

...because the real pearl look has been captured at last!

Marvella
SIMULATED PEARLS

...the gift of lasting beauty

Only Fabulous has the subdued lustre...with rich color and life glowing from deep within the pearl.

You are invited to distinguish these pearls from the real thing.

Fabulous Pearls set in golden Marvonium.*
2-row choker, tiny gold beads between pearls, \$15.
Matching bracelet, \$10. All earrings, \$5.

At all fine stores.
All prices plus Fed. Tax.



383 Fifth Ave., N. Y. C.

•REGISTERED



Little pal needs a planned diet, too



- BOX:** Serve Gro-Pup Ribbon crisp or moistened.
- *SEAL:** Only dry dog food with this seal of veterinary approval
- P. S.:** Try new Gro-Pup Meal Fastest mixing! 5-lb. and 25-lb. bags.

First year, pups develop 20 times faster than boys. Grown dogs need a basic food, too. Gro-Pup Ribbon is *basic*. Packs 3 times as much solid nourishment as moist canned foods. Your dog can really "put on the dog" with savory meat-brown Gro-Pup. Why not now?

EASY PLAN:

1. As his *basic* food, feed Gro-Pup Ribbon. Veterinary approved *
2. Serve dry—or moisten with water, milk or gravy. Table scraps okay, too.

Get your family pal eating happy! Heap his dish with crunchy Gro-Pup Ribbon. It's his *basic* food. Combines *all* the food elements—minerals, vitamins—dogs are known to need. Over 30 in all! "Season" his Gro-Pup with table scraps...makes him feel part of the family!



TRUMAN'S WARDROBE CONTINUED

GOOD HANDKERCHIEF MAN

Up to the time when he first came to Washington, Judge Harry Truman had never been one to think much about accessories to his everyday clothing. In fact, when he arrived as Senator in 1934, he wore no handkerchief in his breast pocket at all. But by 1940 a handkerchief had become a regular part of his costume, and since then he has run the gamut of the fashionable folds (*below*). Today he is right in step with the styles—an even, square fold sticks out of his pocket. But the experts still quibble: his handkerchief, which should be white, is striped.



1934
HE HAS NO HANDKERCHIEF



1940
HE TUCKS ONE IN LOOSELY



1941
A SLOPPY DOUBLE-POINTER



1945
NOW A TIDY THREE-POINTER



1948
A TENTATIVE FOUR-POINTS



1948
TRIUMPHANT FIVE-POINTER



1951
WITH VINSON BESIDE HIM, HE SPORTS LATEST IN FOLDINGS

No wonder...

I'm out of breath...

on Christmas morning...



Everybody wants one!

EACH CHRISTMAS thousands and thousands of thoughtful folks make the season a little bit happier by giving a beautiful new General Electric Automatic Toaster.

It's easy to see why they select this G-E beauty. It has *all* the new features you look for in a toaster.

Why, *this* toaster waits on you—toast pops up or keeps down until you want it! Every slice is toasted exactly the way you like it just by setting the control knob at light, medium or dark. And you keep it free of crumbs with a snap-in, snap-out crumb tray.

This toaster carries the famous G-E warranty which means years of dependable service.

So this season, give the gift that will remind them of you every morning of the year.

General Electric Automatic Toasters are on sale at leading retail stores everywhere. General Electric Company, Bridgeport 2, Connecticut.



Specifications subject to change without notice.

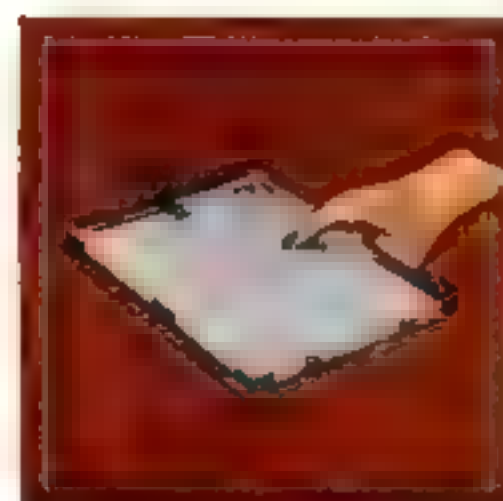
TOAST TO YOUR TASTE EVERY TIME

GENERAL  ELECTRIC



"A"—Toast pops up or stays down until you want it.

"B"—Set the control knob—light, medium or dark, and let this G-E brown each piece—the way you want it.



"C"—The snap-in, snap-out crumb tray cleans in 10 speedy seconds.



Mostly
with a man
in
mind...



"Surprise Package" . . . for softer, smoother hands wherever she goes. Max Factor Hand Lotion Purse Dispenser, containing week's supply of World of Beauty Hand Lotion. \$1.10 plus tax.



"Christmas Wish"—Includes color-harmonized Max Factor Pan-Cake and Indelible Lipstick—for that Fresh, Young, Natural Look, plus Face Powder and Rouge. \$4.40 plus tax.

PIER ANGELI

as she looks when away from the cameras.
This lovely young beauty, now co-starring in
METRO-GOLDWYN-MAYER'S

"THE LIGHT TOUCH"

is one of many beautiful Hollywood stars who
have that fresh, young, *NATURAL* Look . . .
wherever they go . . . whatever they do!

It's a secret you can share when you follow Max
Factor's simple, 5-step way to natural loveliness.





"Six-Star Gift" . . . for that new,
Fresh, Young, Natural Look.
Includes Max Factor Pan-Cake*
Make-up, Indelible Lipstick, Face Powder, Rouge,
Skin Freshener, Cologne. \$7.10 plus tax

*Pan-Cake (trademark) means Max Factor
Hollywood Cake Make-Up.



"Sparkling Enchantment" . . .
to enhance her loveliness. Includes
Max Factor Face Powder, Rouge and
Indelible Lipstick. \$2.80 plus tax.

**This Christmas, Men,
You Can Be a Real Glamour Expert . . . Surprise
Your "Leading Lady" with Gifts Exactly
Matched to Her Coloring.**

By Max Factor, Jr.

Let's get out of the rut this Christmas, men! Let's give something
fresh, new . . . something that will be adored by your adored! And this
year Max Factor makes it easy for you with the five gay gifts shown on
these pages and a grand additional selection at all leading stores.

Starting right this minute, you're a glamour expert!
Just step up to the cosmetic counter and tell the sales person
you want a Max Factor make-up gift for a blonde, a brunette,
a brownette, a redhead . . . *whichever your leading lady happens to be.*

In a matter of seconds, you'll have a color-harmonized,
fashion-harmonized ensemble guaranteed to give
your leading lady that fresh, young, *natural* look!

So, men—if you're looking for *something nice* under that old mistletoe
. . . better start looking right now for *something nice*—
something by Max Factor—at your favorite shopping place.



"Lovely Secret" . . . to pamper
her beauty. Includes famous World of
Beauty Hand Lotion plus the
convenient Hand Lotion Purse
Dispenser. \$2.20 plus tax.

for that Fresh, Young, *Natural* Look—**MAX Factor**



THE PRIDE OF THE FAMILY TREE... gifts by Prince Gardner; exciting as the ornaments, but lots more lasting! Woman's Registrar in Green Gahna Morocco, with zippered bill compartment, detachable photo card case, coin purse, \$5. Woman's Registrar in Red Polished Cowhide, \$5. Matching Key Card, \$2.50 (not shown). Man's Registrar in Cordovan Polished Cowhide, \$6. Matching Key Card, \$3.

All prices plus tax.

Prince Gardner



fine
leather
accessories

St. Louis 10, Mo.



INGREDIENTS FOR 25 RECIPES OTIS & LEE WILL PUBLISH INCLUDE GINS (RIGHT), VERMOUTHS (CENTER), PERNOD (12TH FROM RIGHT), ANCHOVIES (FAR LEFT)

MARTINI HERESY

Prize recipes will have purists giving up gin for ginger beer

A Martini cocktail, tinted the palest of gold, served in the thinnest of long-stemmed glasses and chilled until it ices the tongue, is a truly delectable thing to the purist. He achieves this with gin blended at about four parts to one with French vermouth, ice—and nothing else. But today the position of this classic libation is anything but secure. To the dismay of its admirers, impious innovators are now fiddling with the cherished formula, as was indicated in Chicago

recently when Otis & Lee, liquor dealers, held a recipe contest for variations on the Martini theme. Counting the entries, the company and its judges were confronted with 240 ways to make the drink. Even when these were culled to 25, the ingredients (*above*) ranged from garlic and sauterne to Scotch and Liebfraumleeh, and the winner itself, though comparatively simple in conception, called for an olive stuffed with anchovy and a glass rinsed in Cointreau.

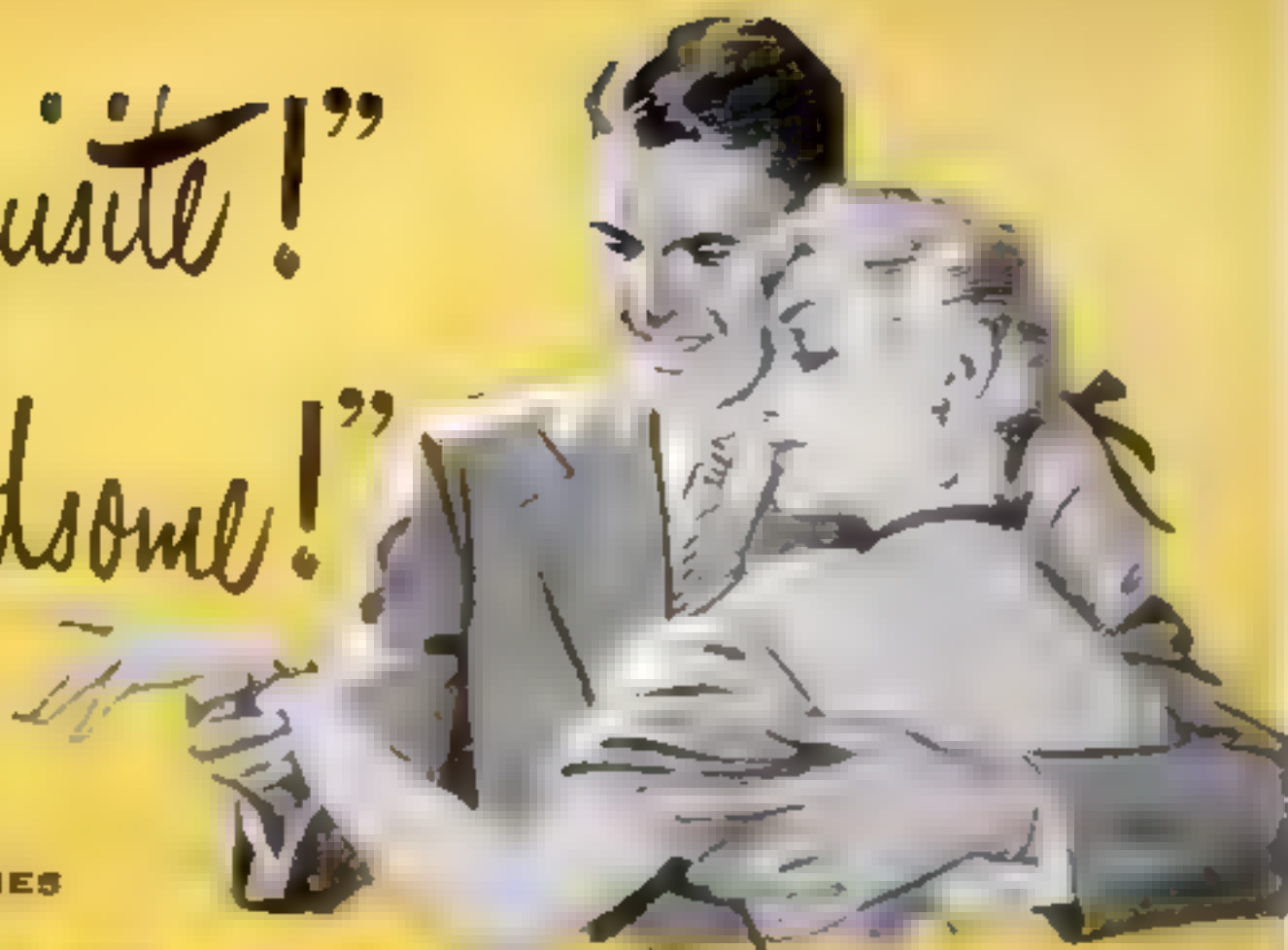


A JUDGE, GEORGE ANDERSON, PRESIDENT OF CHICAGO WINE AND FOOD SOCIETY WHO IS CALLED "OLD BACCHUS," TENTATIVELY TOASTS 15 FINALISTS

THE SAYER

"Exquisite!"
HE SAYS:
"Handsome!"

ABOUT THE
BANDS THAT
GO AROUND WITH
THE FINEST WATCHES



FLEX-LET

Long-Life
EXPANSION
WATCH BANDS



Add lasting beauty to any wrist, any watch. Only Flex-Let Expansion Watch Bands give you such distinguished styling and craftsmanship, in the manner of custom-made jewelry. And only Flex-Let gives you patented Tru Rivet® Construction, to assure years of extra wear. For him - for her, for you - for Christmas, there's nothing finer. Ask your jeweler, he knows!

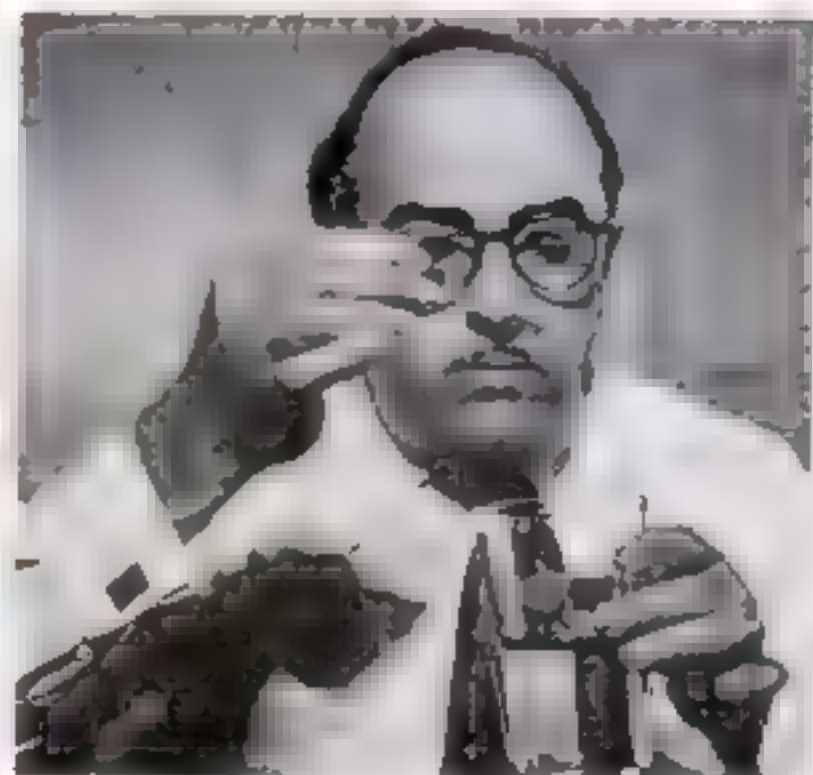
- a. BOW-ETTE**—Like golden ribbons 'round her wrist. Expans on links 1/20-12K G.F. top, stainless steel back. Yellow, pink, white. **9.95**
- b. INSCRIPTION**—A personalized gift of lasting pleasure. Expans on links 1/20-12K G.F. top, stainless steel back; 1/15-12K G.F. solid plaque, curved to fit wrist. Yellow only. **9.95**
- c. SINGLE STRAND SNAKE CHAIN**—Beautifully crafted links with safety chain. 1/20-12K G.F. Yellow, pink, white. **7.50**
- d. CORONADO**—Rugged good looks inspired by ancient Mayan design. Expans on links 1/20-10K G.F. top, stainless steel back. Yellow, white. **10.95**
- e. MERIT**—Handsomely custom styled to add a luxury look to any watch. Expansion links 1/20-10K G.F. top, stainless steel back. Yellow only. **7.95**
- f. FLEX-IDENT**—A we come masculine gift. Identification band with extra heavy sterling silver plaque. Stainless steel expansion links. **14.95**

Prices include Fed. tax

FLEX-LET

CORPORATION, 580 FIFTH AVENUE, NEW YORK 19
CANADA: Arennes, Inc., Montreal MEXICO: Flex-Let de Mexico, Mexico City

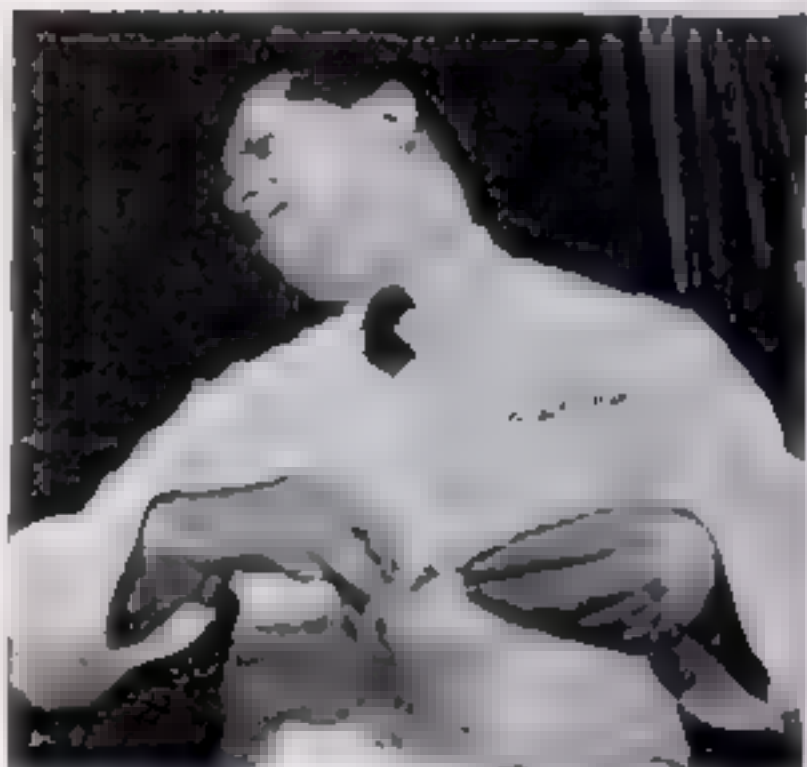
Martini Heresy CONTINUED



TEQUILA, three drops of
flower petals and a
tequila. Drink then me-
lowed (1000) 0.15 0.10.



JUDGES sternly smell
and sip outries during the
contest, which was held in
Chicago's La Sala Hotel.



GARLIC, a clove-sized
and then rubbed around
the rim of the glass—was
called for by one contestant.



THREE DRINK MIXERS try harmony after test tasting. Said one official
tester. "The improvement of the Martini in this country is a noble cause."



Craftsman A. J. Francoeur, and his son, A. J., junior, do some of the painstaking hand work on the pistons of the brilliant-performing Studebaker engines

Month after month, sons of Studebaker craftsmen proudly qualify to work alongside their dads

EVERY once in a while, some imaginative person wonders how the Studebaker working force would stack up against the guildsmen of old.

The comparison is hard to make because conditions are not alike.

But certainly few things ever built for daily use are structurally sounder than a Studebaker car.

Modern production methods have developed special aptitudes and skills in Stude-

baker craftsmen that are very remarkable.

These men of Studebaker are tradition creators in their own right.

The history of Studebaker's home community shows why this is so.

South Bend has long been famed for its "craftsmanship families"—as exemplified by the unique Studebaker father and son teams.

Moreover, the South Bend school system co-operates in a program of apprentice training from which many of Studebaker's most

competent younger workmen are graduated.

All this pays off for you when you purchase a Studebaker car. A Studebaker's durability saves you money constantly.

STUDEBAKER

*Builder of trustworthy
cars and trucks*

©1951 The Studebaker Corporation, South Bend 27, Indiana, U.S.A.



*Year Out...
Year In...*



Resolutions to make...when you buy gin

1. Make sure it's **dry**—naturally dry
2. Make sure it's **clear**—crystal clear
3. Make sure it's **the right proof**
—90 proof—for perfect mixing and perfect taste

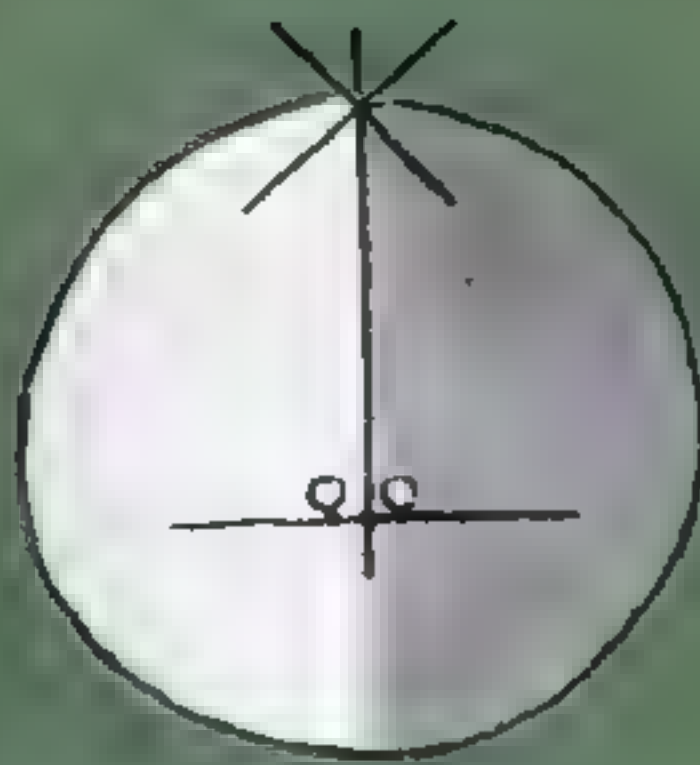
90 PROOF. 100% GRAIN NEUTRAL SPIRITS.
W. & A. GILBEY, LTD., CINCINNATI, OHIO.

*The world agrees
on "Gilbey's Please"*

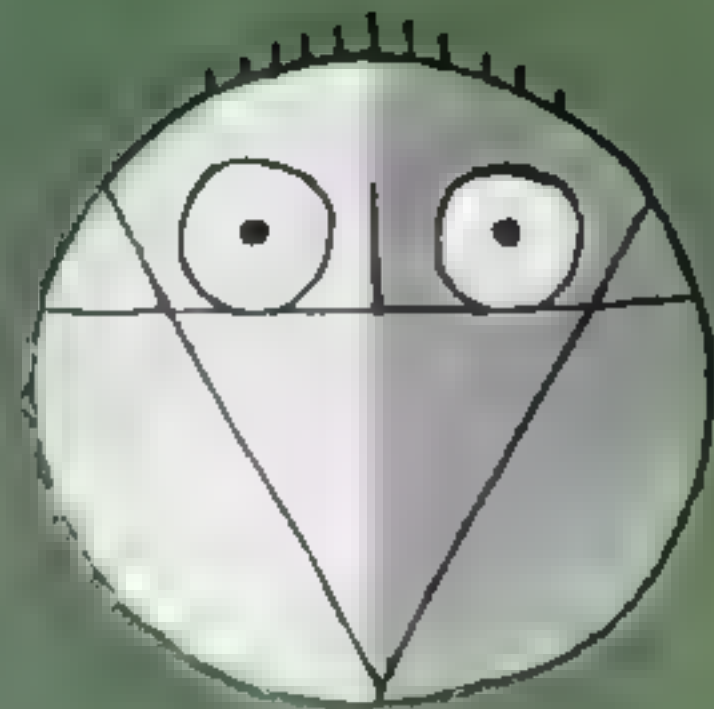


Make sure it's **GILBEY'S GIN**... the international favorite

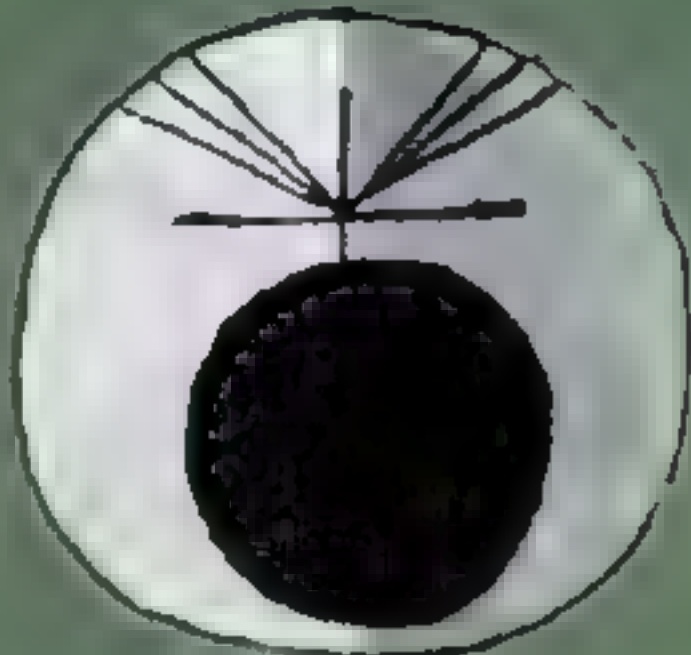
Distilled and bottled in the United States, England, Canada, Australia, South Africa, France, Italy, Argentina, Brazil and Chile.



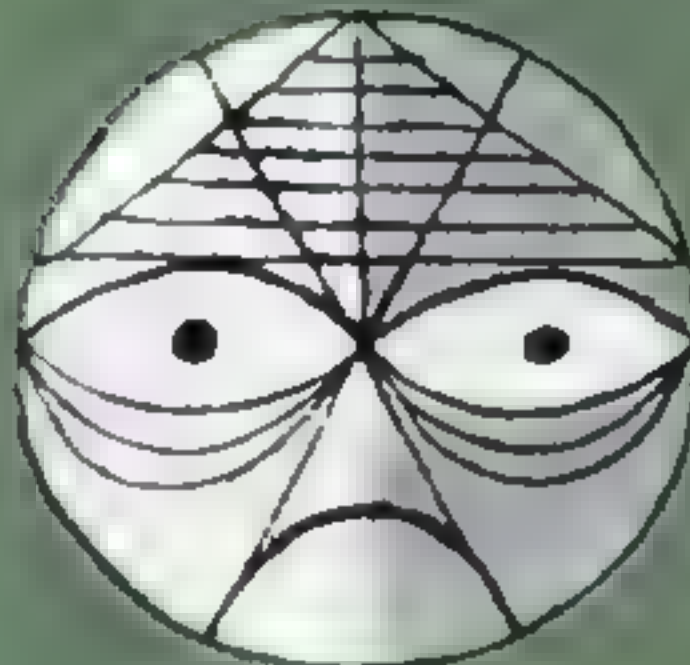
PRIVATE



PRIVATE FIRST CLASS



CORPORAL



SERGEANT



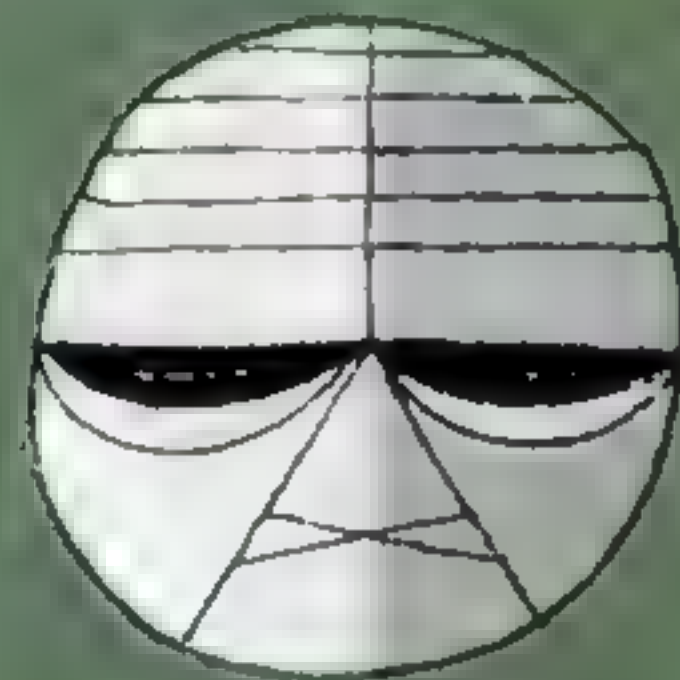
WARRANT OFFICER



LIEUTENANT



CAPTAIN



MAJOR



COLONEL



GENERAL

A PRIVATE VIEW OF THE ARMY

Moonfaced cartoons of military personnel win soldier first prize in GI art competition

A year and a half ago, Robert Miller, 24, was enjoying the good life of sun, pineapples and prosperity as art director of an advertising agency in Honolulu. Then came the draft and Miller was whisked off to Fort Dix, N.J., where he underwent training "in the kind of continuous rain that makes you think the Army planned it that way." But occasionally Miller found time to relax and "doodle"

with a pencil. In the course of his doodles he evolved his own version of the Army (*above*) in which everyone, from the timorous private to the imposing general in dark glasses, was reduced to a series of circles and lines. Recently, when the Army held its worldwide art contest, Miller submitted his cartoons. The civilian judges, amused by this moonfaced view of the Army, awarded Pfc. Miller a first prize.

CONTINUED ON NEXT PAGE



...of course, it's electric!

Perfect to Give... Perfect to Get! Westinghouse Toasters

You'll give *perfect toast*, day after day for years to come! Perfect toast made from any type of bread... white, whole wheat, even dark, moist pumpernickel. Toasted exactly as they want it... all the way from very light to very dark. A special, wide range of color settings and the Time-Temp Control are the secret.

They'll like the exclusive Lift-Up feature, too, that raises small slices... rye, muffins, half slices... an extra inch above the toasting slot. That means no more burned fingers or snagging toast with a fork.

See this grand Toaster at your retailer's now. It rates top of the list for Christmas giving. Westinghouse Electric Corp., Mansfield, Ohio.

POP-UP TOASTER, Only \$22⁹⁵

Price subject to change

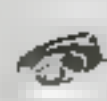
Give Electric Housewares... First Choice for every Gift Occasion

See TV's Top Dramatic Show... WESTINGHOUSE "STUDIO ONE"... Every Week

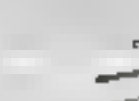
YOU CAN BE SURE... IF IT'S Westinghouse



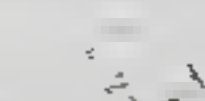
Roaster-Queen



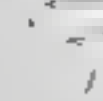
Iron



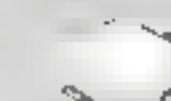
Hot Plate



Electric Blanket



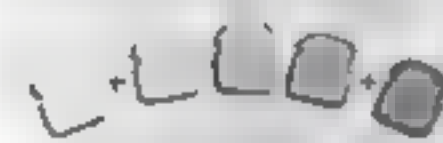
Mixer



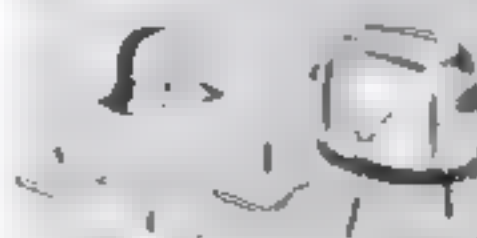
Waffle Baker



Warming Pad



EXTRA! Wider range of Color Settings.

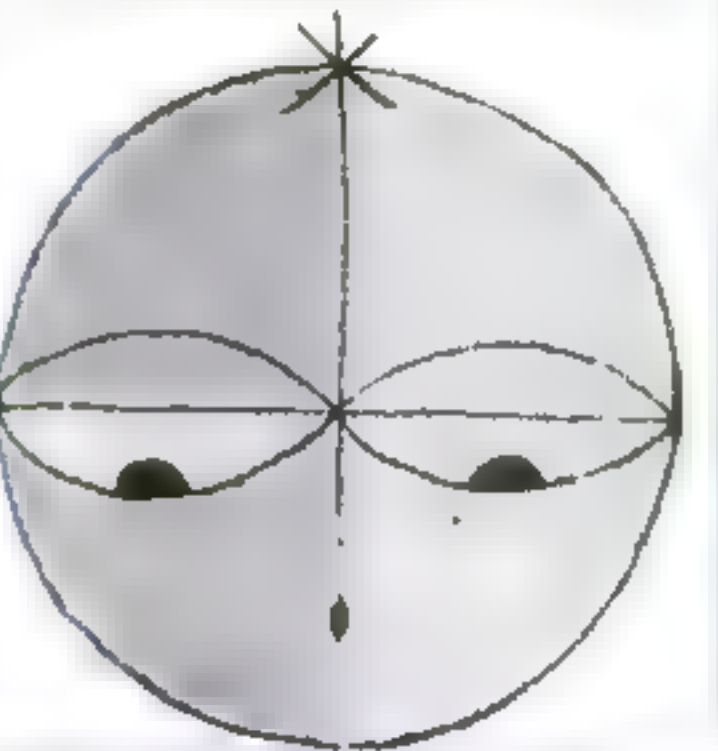
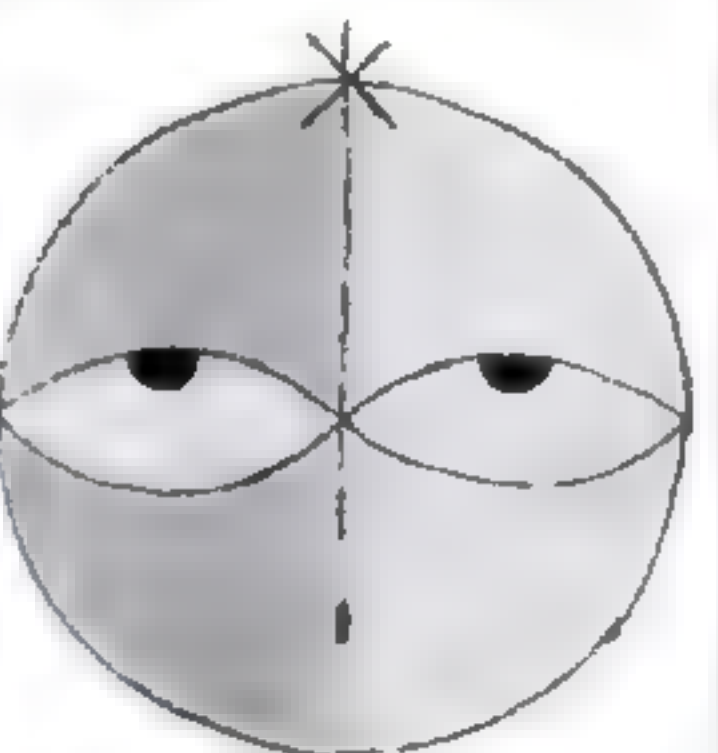
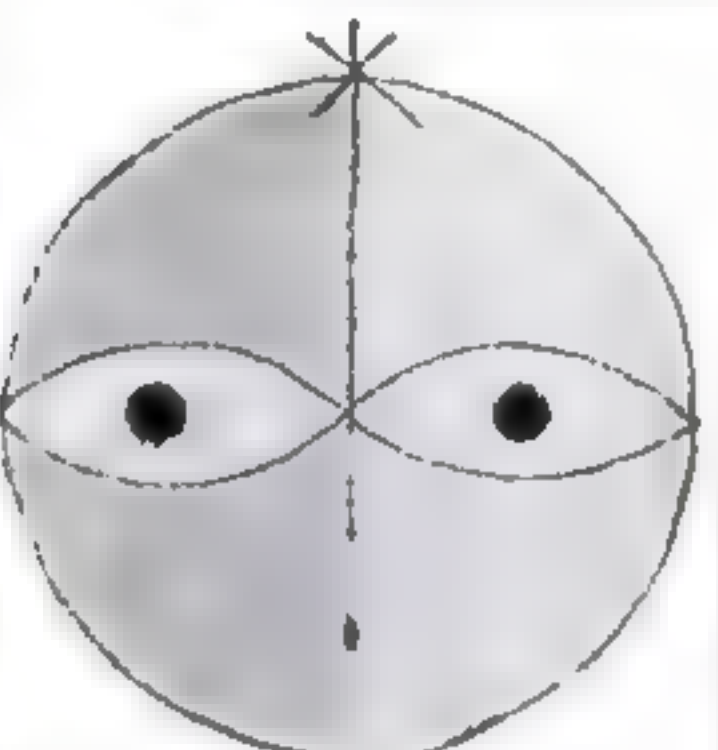
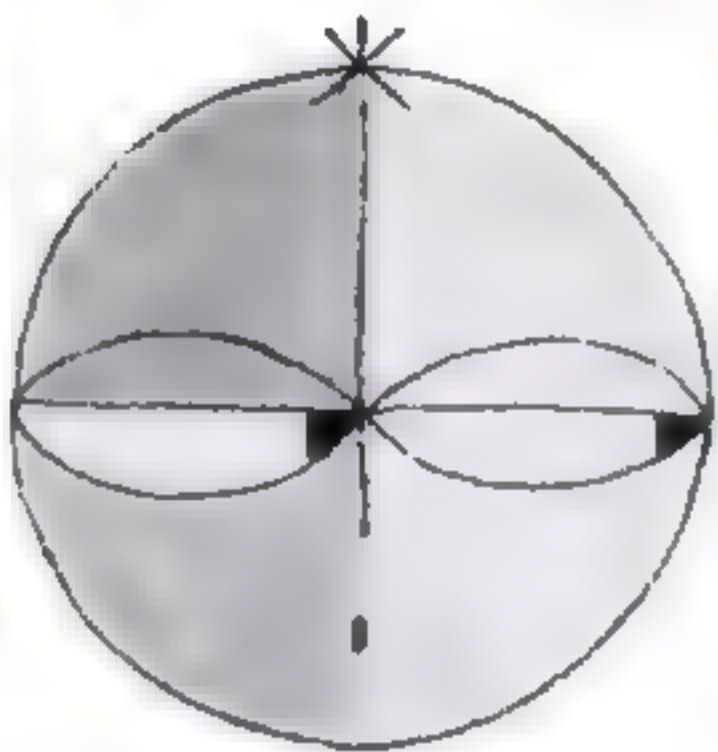
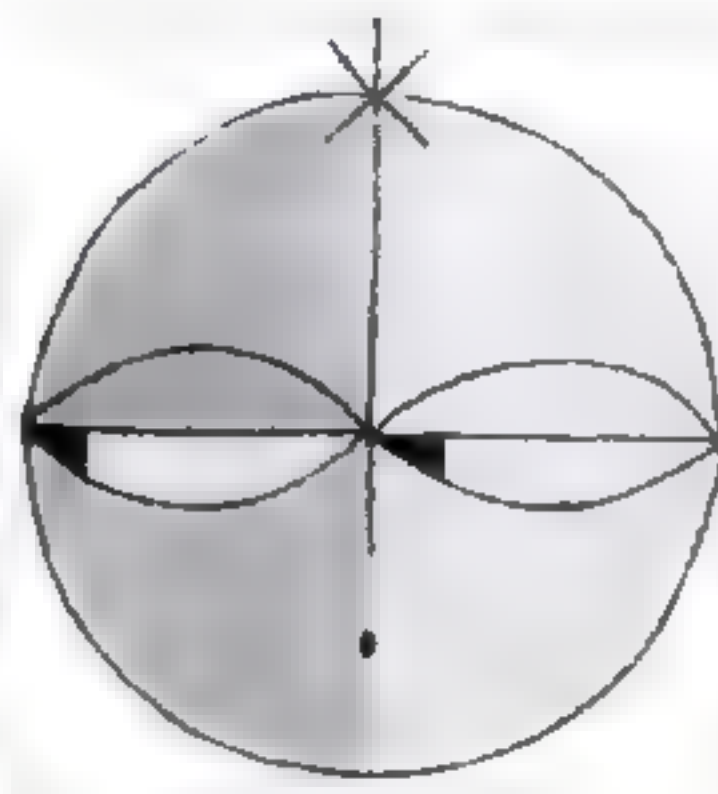


EXTRA! Controls both time and temperature.



EXTRA! Lift-Up for small slices.

Army Cartoons CONTINUED



RECRUIT GETTING ARMY PHYSICAL

MORRELL

For holiday hospitality . . .
for a superlative Christmas gift
. . . Morrell Pride Ham! Mild-cured,
delicately flavored, firm-textured.
A product on which
John Morrell & Co.
is proud to place
its name.



PRIDE



Three fine Morrell Hams, each one tops
in quality, taste and tenderness!

**MORRELL PRIDE SAVORY
CANNED HAM**—cooked and
canned in its own juices.

MORRELL E-Z-CUT HAM—
delicious—fully cooked.

**MORRELL PRIDE TENDER
HAM**—ready-to-cook
to your own recipe.

Enjoy a Morrell Ham—
give a Morrell Ham
this Christmas!



MEATS



JOHN MORRELL & CO. SINCE 1827
OTTUMWA, IOWA

Pork Beef Lamb Ham Bacon Sausage Canned Meats

This Christmas... Give Seagram's and be Sure





Only the finest is fine enough for Christmas

Wembley's

Ideal Christmas Gift!

So Easy to Buy . . . So Sure to Please

WEMBLEY WARDROBE SETS

A set of three fashion-right Wembley Ties . . . carefully selected for you by a famous fashion co-ordinator . . . one to go with his blue suit . . . one for his brown suit . . . one for his gray suit. Seldom before have you been able to quickly select a Christmas gift that's so sure to please.



- SET A — Imported Non-East† Non-Crush† Wool and Mohair \$4.50
- SETS B, C or D — Lustrous Rayon \$6.00
- SETS E or F — Luxurious Pure Silk \$7.50

Choose from these and other smart Wembley Wardrobe Sets at your favorite store.

You can't miss with a gift like this!



"First in Fashions!"



† REG. U. S. PAT. OFF — © PRIESTLEY AND CO.

*Reg. U. S. Pat. Off — Copyright 1951, Wembley, Inc. For the name of the nearest store, write Wembley, Inc., Empire State Building, New York City.

MORE AND MORE PUPILS

2,500% enrollment growth keeps Oklahoma school district hopping



IN 1941 Midwest City had only 37 first grade pupils who went to the district's three small schoolhouses.

The struggle of many U.S. school districts to keep up with rapidly expanding enrollments has taken a spectacular form in Midwest City, Okla., a suburb of Oklahoma City. In 1941 Midwest City had only 225 pupils. Today it has more than 5,300 and although the schools have increased facilities by 1,900%, they have never managed to keep up with the increase in pupils.

The district's galloping population problem, which has been caused largely by the expansion of nearby Tinker Air Force Base, has kept

Superintendent Oscar Rose operating like a field general. Never knowing how many new people will arrive in Midwest City and at what rate, he has to be ready for anything—and he usually is. He has kept his district constructing not only permanent classroom buildings but temporary ones as well, which he moves around like chessmen. As soon as a temporary building is vacated for a permanent one, Rose picks it up, hauls it away and sets it down on another site where still more pupils are waiting for it.

TODAY THERE ARE 631 FIRST GRADE PUPILS (BELOW) IN THE MIDWEST CITY DISTRICT. FIVE NEW BUILDINGS TO HANDLE THEM WILL BE COMPLETED BY 1952



School Crowding CONTINUED



NEARLY COMPLETED SCHOOL has a temporary building (right) already in place next to it. Not even this 10

classroom building will be able to handle new pupils who will probably arrive within area by time it opens in January.



TEMPORARY PARTITIONS divide an auditorium-gymnasium at Midwest City's junior-senior high school

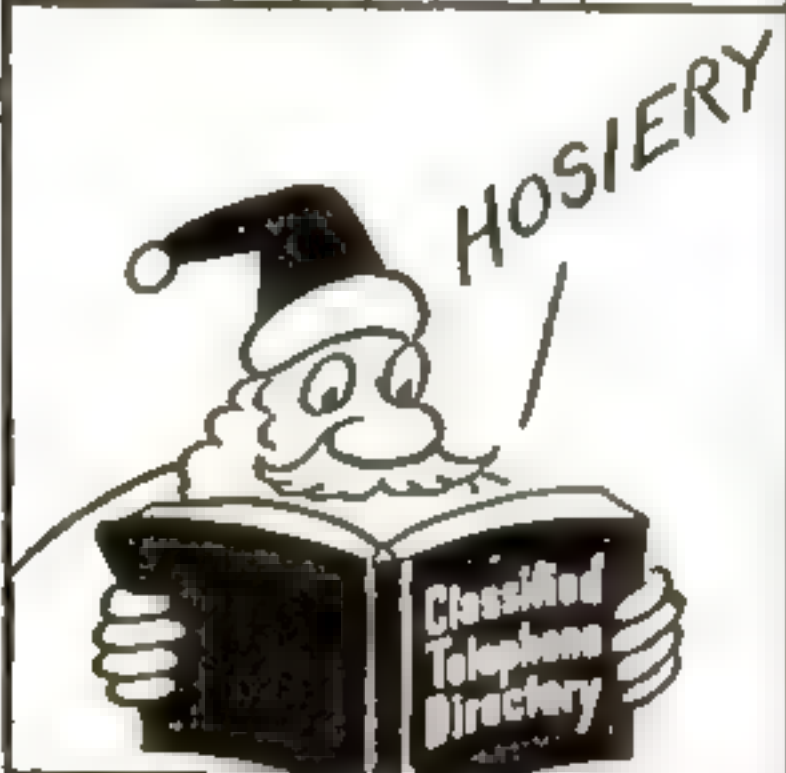
into four classrooms. For a while part of room was used for a library, but even that space is now needed for students.



SINGLE DAY'S ARRIVALS, 21 pupils who came into the school district on one Monday last month, line up in

a classroom. Though most had come from other parts of Oklahoma, some were from as far as California and Idaho.

**LOOKING
for SOMETHING
?**



To find the products
you need—use the
YELLOW PAGES
OF YOUR TELEPHONE DIRECTORY

CONTINUED ON PAGE 22

**For those
who won't give less
than the finest**
to those who want nothing but the best



BECAUSE we planned the Schick "20" with one thought in mind, it turned out to be the supreme choice for very particular gift-hunters.

You see, we set out to make it the finest shaving instrument of all time.

Its smart appearance alone tells you much about how we've succeeded. Notice its new trim-lined shape, its light, well-balanced beauty. Note that its Caddie Case has a very special look—also functions as a holder.

Even so, it takes a lot more than this to make the Schick "20" the finest in its field.

It takes Schick's exclusive Hi-Velocity Heads—precision-engineered for extra-close shaving.

And it takes Schick's real rotary motor—the most powerful of its size—a palm-sized powerhouse that produces 17,000 shaving motions a minute!

So—your man glides the "20" over his beard. A few swift strokes later, there's the face he's always wanted—smooth, clean, free from cuts *and* whiskers.

A nearby dealer—or any of the Schick Electric Shaver Shops in principal cities—will gift-wrap a new Schick "20" with handsome Caddie Case. Schick Incorporated Stamford, Conn. Schick "20" \$24.50 • Schick Super \$22.50 • Schick Colonel \$17.50

For styling the Schick "20," Carl Otto won the 1951 Industrial Designers' Institute Award



Schick "20"

**MORE MEN USE SCHICK ELECTRIC SHAVERS
THAN ANY OTHER MAKE**

—better-built for closer shaves

See Rudolph Halley in "Crime Syndicated," Schick's Big New Weekly TV Show.



Gay and Glistening Gifts



Friendship's Garden

- A. Bubbling Bath Crystals 1.70
- B. Toilet Water, Dusting Powder, Bath Soother 3.35
- C. Toilet Water, Sink Cologne 2.45

Old Spice for Men

- D. After Shave Lotion, Toiletum 2.00
- E. After Shave Lotion 1.00 and .75
- F. Travel Size Lotion and Toiletum, Full Size Lotion or Brushless Shaving Cream .50
- G. Shaving Mug, Lotion, Toiletum 3.25

Early American Old Spice

- M. Purse Perfume, Soother, Toiletum 2.25
- K. Sink Cologne Concentrate 1.00
- L. Vanity Box with mirror 7.00
- N. Toilet Water 1.25 and 2.00

Desert Flower

- P. Toilet Water .50
- R. Purse Perfume in Gift Box .50
- S. Sink Cologne, Purse Perfume 2.50 with velveteteen purse
- T. Toilet Water, Dusting Powder 2.85

Prices plus tax except Soap and Shaving Cream

Shulton

New York

Toronto



AFTERNOON SHIFT of second graders arrives at Eastside Grade School as morning shift (first grade) leaves. Double shift has been used for two years at Eastside, may be done away with in 1952 on completion of new buildings.



HARRIED SUPERINTENDENT Rose talks over his troubles. He must spend large part of his time in Washington seeking funds. But government authorities like him because he loses no time putting to use the money he gets.



"Seems like everybody's asking for **La Cross!**"

Yes, La Cross Manicure Sets are topping a lot of Christmas lists this year! The lifetime gift cases are more luxurious than ever . . . and inside are America's finest manicure instruments and hand beauty aids. At pocket-pleasing prices.

YOUNG IDEA. Calf-grain plastic case with stand-up base contains Nylon nail enamel, base coat, non-smear enamel remover, cuticle oil, lipstick. La Cross nail file, cuticle pusher and orangewood stick. \$3.95 plus 67¢ Fed. Tax.

MARINER. Man-styled genuine leather case, suedette-lined. Contains nail file, nail clip, nail scissors and tweezers. \$5.75 plus 55¢ Fed. Tax.

CELEBRITY. Petal-soft, suede-lined cowhide traveling case contains nail nippers, tweezers, nail file, cuticle scissors and cuticle pusher. \$10.50 plus 95¢ Fed. Tax.

TRAVELOG. Pin-grain, stand-up case contains 2 shades Nylon nail enamel, enamel remover, cuticle oil and base coat. La Cross cuticle scissors, cuticle pusher, tweezers and nail file. \$8.95 plus \$1.06 Fed. Tax.

PRELUDE. Pearl-toned, snap-button plastic case with cuticle scissors, nail file, tweezers and cuticle pusher. \$3.50 plus 10¢ Fed. Tax.



Guaranteed by Good Housekeeping

+ La Cross +

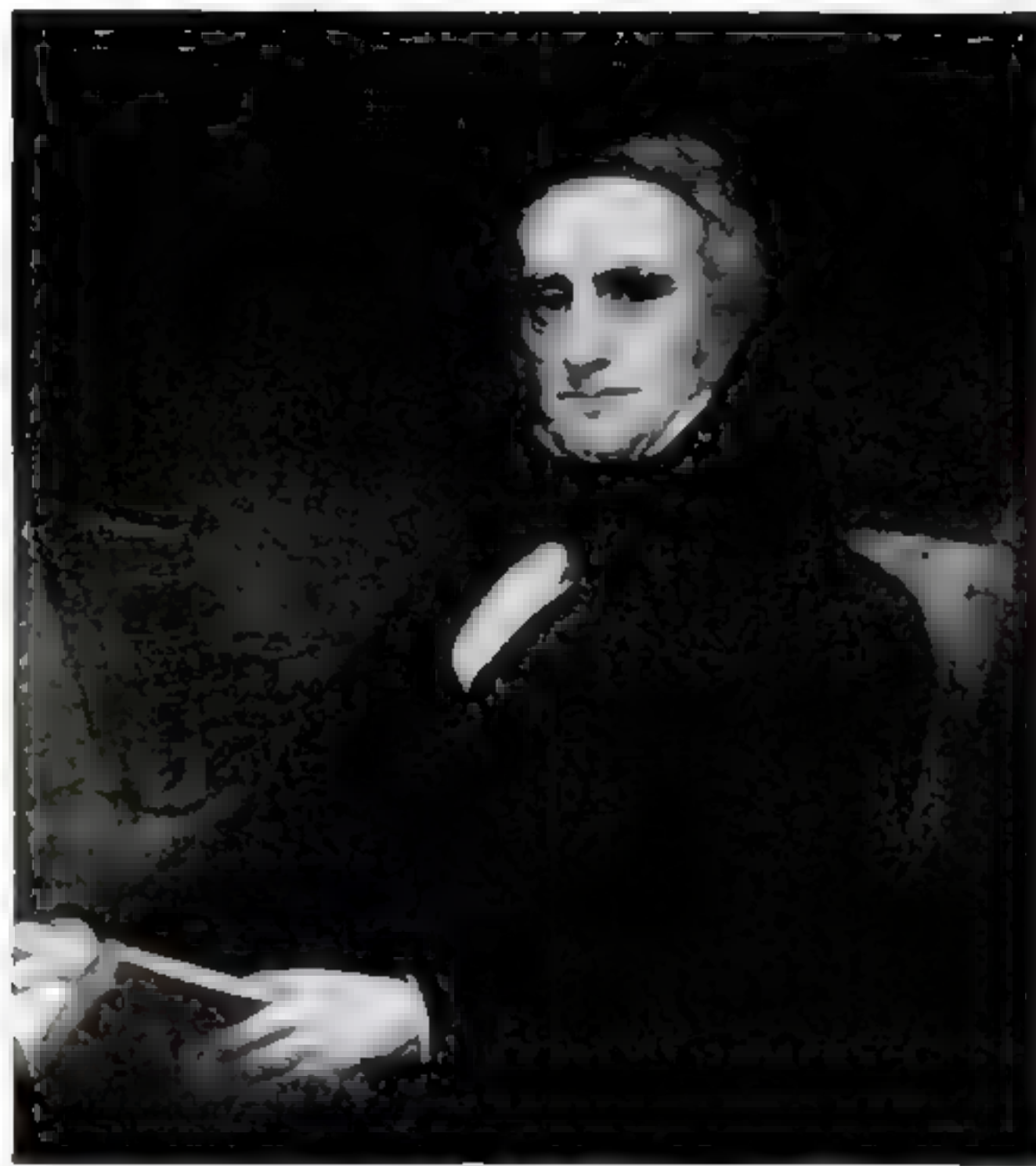
America's finest manicure instruments since 1903

Other gift sets from \$1.50 to \$30.00

SCHNEFFEL BROS. CORP., NEWARK 3, NEW JERSEY



MARY MOORE OGDEN



CLEMENT C. MOORE



CATHARINE T. MOORE

A VISIT FROM ST. NICHOLAS

HERE IS MOORE'S CLASSIC IN EDITION PAINTED BY HIS DAUGHTER

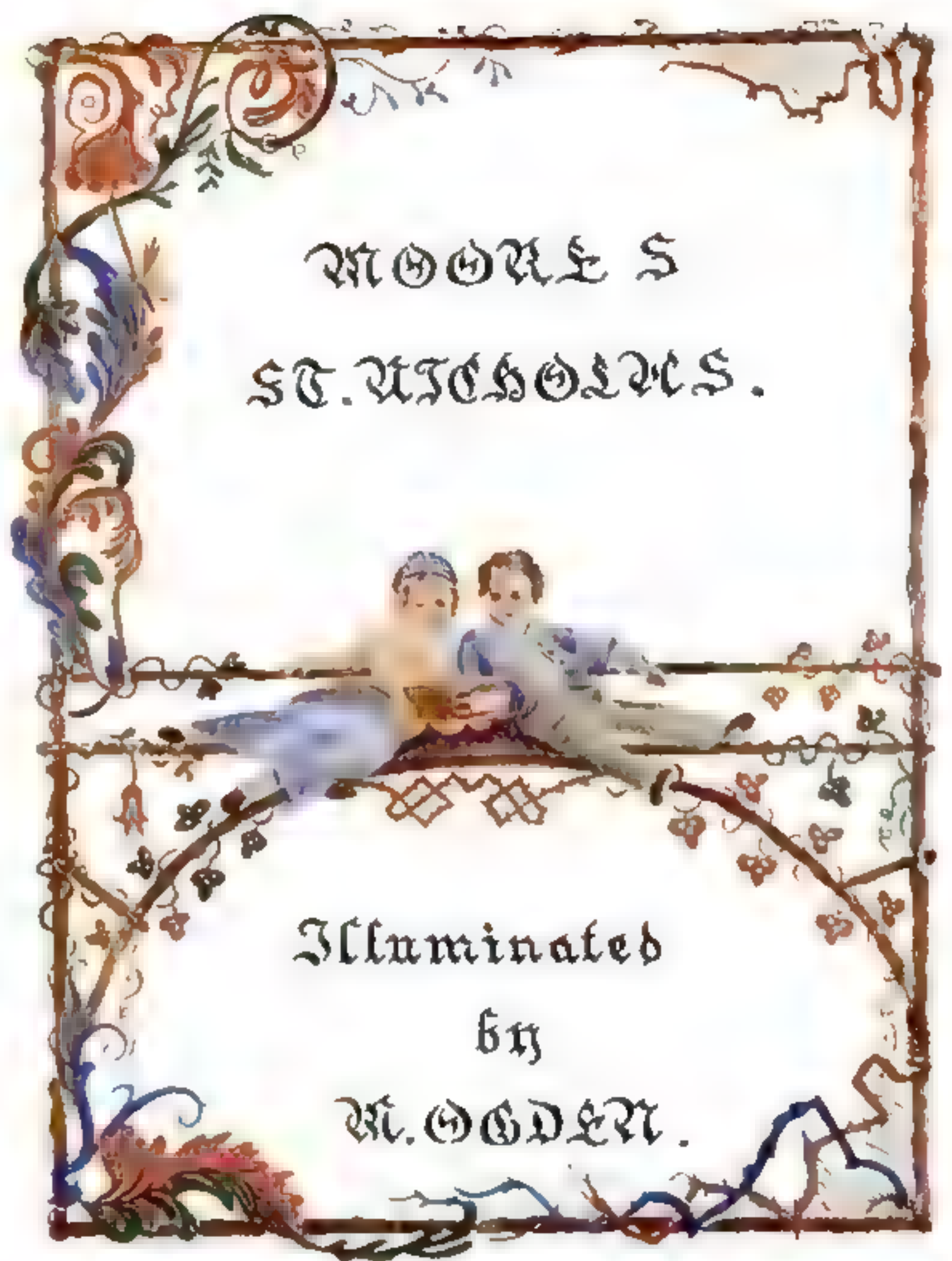
In New York City early in the 19th Century, Clement C. Moore was known as an erudite professor of Greek and Oriental literature. At the age of 30 he had composed *A Compendious Lexicon of the Hebrew Language* and four years later he had won 19-year-old Catharine Taylor as a bride by wooing her in six languages. But all of these scholarly feats have long been eclipsed by a set of jingling verses which Moore dashed off in 1822 as a Christmas gift to his children. The idea for them came to Moore as he was driving home in a sleigh one December evening and he jotted them down before dinner. On Christmas Eve he recited the poem, *A Visit From St. Nicholas*, to his children, who were so delighted with it that they passed it on to their friends. One friend sent it the following year to a newspaper in Troy, N.Y. where it was published anonymously.

Instantly the paper was besieged with requests for the name of the author, and newspapers all over the U.S. and Europe began to copy it. In the Moore household the poem continued to be a favorite long after the children had grown up, and in 1855 Moore's daughter Mary made a little book of it as a special Christmas present for her husband, John Ogden. In an ornate "Gothic" script she carefully inscribed the verses and decorated the pages with scenes of the old house in the Chelsea section of New York where she and her eight brothers and sisters heard the poem recited by their father every Christmas. On the following pages *LIFE* reproduces for the first time this rare edition of "The Night before Christmas." As the reader will notice, the pages are not printed in their normal sequence, but their order is proper in the arrangement shown below.



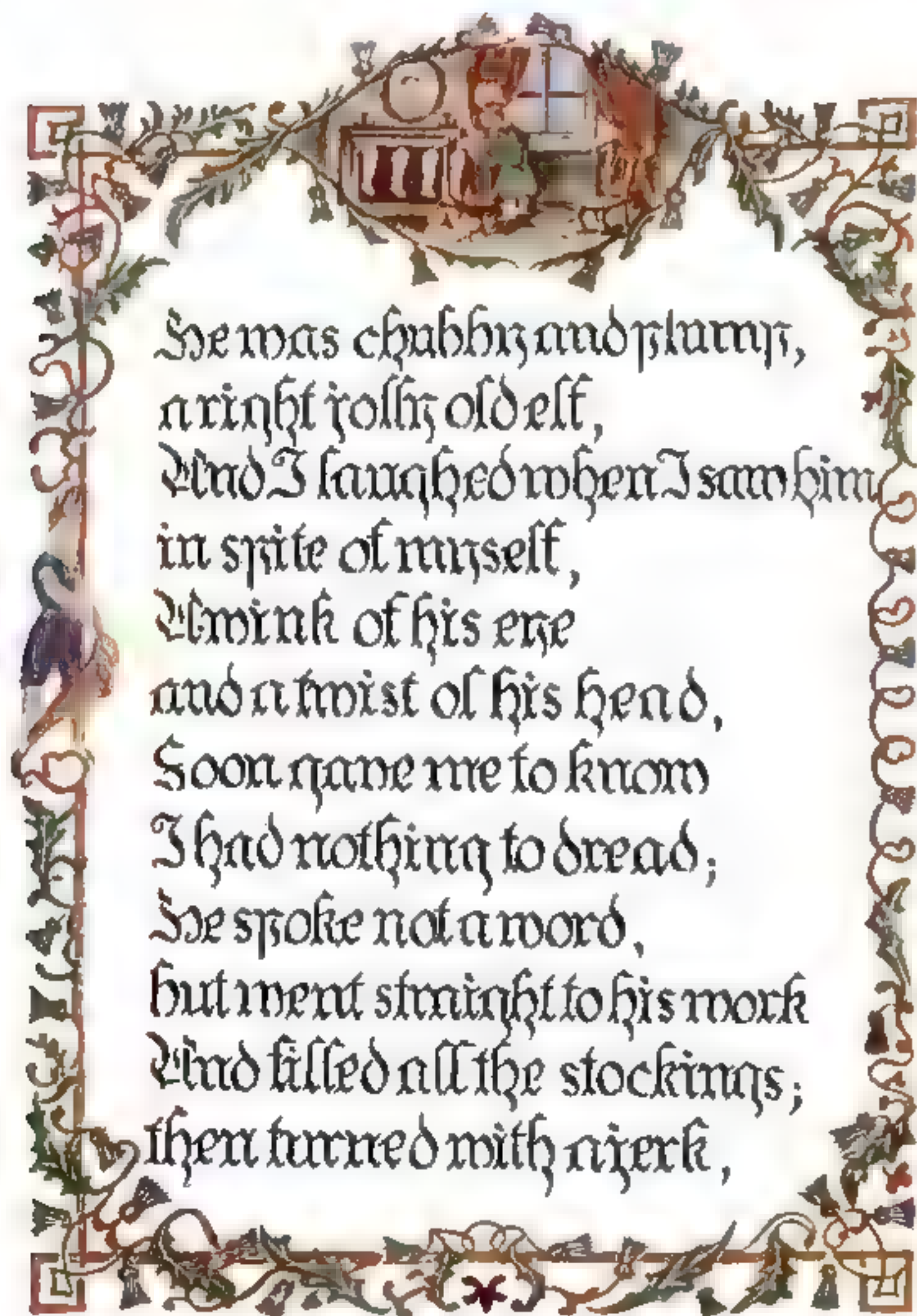


Finis



MOORE'S
ST. MICHAEL'S.

Illuminated
by
W. GEDER.



He was chubbly and plump,
a right rolly old elf,
And I laughed when I saw him
in spite of myself,
I wink of his eye
and a twist of his head,
Soon gave me to know
I had nothing to dread;
He spoke not a word,
but went straight to his work
And filled all the stockings;
then turned with a jerk,

J. D. GEDER
from his affectionate wife
Mary C. Geder
1855



Old Chelsea mansion house



And sagging his snapper
aside of his nose,
And giving a nod,
By the chimney he rose;
He sprang to his sleigh,
To his team gave a whistle,
And away they all flew
like the down of a thistle.
But I heard him exclaim
ere he drove out of sight
"Merry Christmas to all
and to all a good night."



His droll little mouth
was drawn up like a horn,
And the beard of his chin
was as white as the snow;
The stump of a pipe
he held tight in his teeth,
And the smoke it encircled
his head like a wreath;
He had a broad face
and a little round belly,
That shook when he laughed,
like a bowl full of jelly.



He was dressed all in fur,
 from his head to his foot,
 And his clothes were all
 tarnished with ashes and soot;
 A bundle of toys
 he had slung on his back,
 And he looked like a pedlar
 just opening his pack.
 His eyes how they twinkled!
 his dimples how merry!
 His cheeks were like roses,
 his nose like a cherry!

A visit



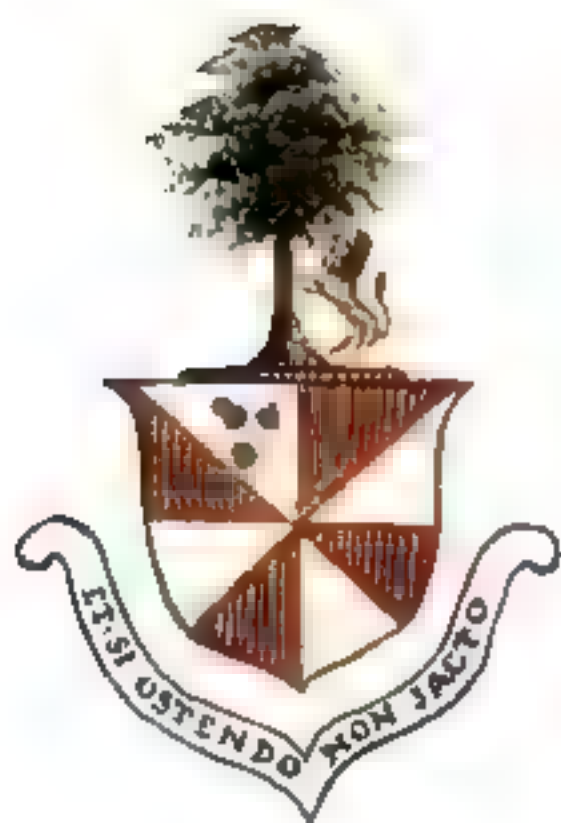
from
 St.
 Nicholas



And he whistled, and shouted,
 and called them by name;
 "Now Dasher! now, Dancer!
 Now Prancer and Vixen!
 On, Comet! on, Cypri!
 on, Dunder and Blitzen!
 To the top of the porch!
 to the top of the wall!
 Now dash away! dash away!
 dash away all!
 As dry leaves that before
 the wild hurricane fly,



'Twas the night before Christmas,
 when all through the house
 Not a creature was stirring,
 not even a mouse,
 The stockings were hung by
 the chimney with care,
 In hopes that St. Nicholas
 soon would be there;
 The children were nestled
 all snug in their beds,
 While visions of sugar-plums
 danced in their heads;
 And Mamma in her 'kerchief,
 and I in my cap,



When they meet with an obstacle
 mount to the sky;
 Soon to the house top
 the coursers then flew,
 With the sleigh full of toys,
 and St. Nicholas too.
 And then in a twinkling,
 I heard on the roof,
 The prancing and pawing
 of each little hoof—
 As I drew in my head,
 and was turning around,
 Down the chimney St.
 Nicholas came with a bound

Had just settled our brains
 for a long winter's nap;
 When out on the lawn there arose
 such a clatter,
 I sprang from the bed to see
 what was the matter.
 Almost to the window I flew
 like a flash,
 Tore open the shutters and
 threw up the sash.
 The moon on the breast of
 the new-fallen snow,

Gave the lustre of mid-day
 to objects below,
 When, what to my wondering
 eyes should appear,
 That a miniature sleigh,
 and eight tiny reindeer,
 With a little old driver,
 so sleek and quick,
 I knew in a moment
 it must be St. Nick.
 More rapid than eagles
 his coursers then came,



For Shaves Men Pick 5 to 1* give this Schick Injector Razor

**World's Only Razor Using New "Gold Pack"
Blades That Outshave All Others
—including our own old blades!**

GIVE THE WORLD'S ONLY RAZOR with all these advantages: Blades change automatically to "lock" at same, precise angle for smoother shaves—with no twisting, no adjusting . . . Safety-Bar smooths down skin—tees up whiskers for cleaner shaves . . . Easier to handle because of its lighter weight . . . Designed to "fit" face—gets under nose easily . . . Gold-Plated to pre-

vent corrosion . . . Ideal size for stocking gift . . . And no other razor uses the New "Gold Pack" Blades, made of special, surgical steel! Precision-ground! Scalpel-sharp! So we guarantee this: EITHER YOUR FAVORITE MAN GETS THE FINEST SHAVES OF HIS LIFE—OR YOU GET YOUR MONEY BACK, QUICK!

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*HERE'S THE FULL SHAVING SCORE

From Daily Shaving Tests Clear Across America—

SMOOTHER SHAVES	5½ to 1	SAFER SHAVES	7 to 1
CLEANER SHAVES	5 to 1	FASTER SHAVES	5 to 1

MORE SHAVES per blade nearly 2 to 1

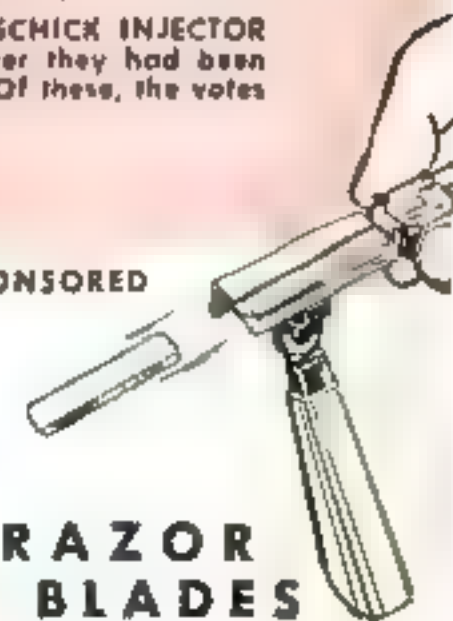
Men in 10 cities nationwide compared NEW SCHICK INJECTOR RAZOR and "Gold Pack" BLADES with whatever they had been using. About 80% of the men had a preference. Of these, the votes were in the ratios shown above.

TUNE IN—SID CAESAR AND IMOGENE COCA—SPONSORED BY EVERSHARP, SATURDAY NIGHT, NBC-TV

Give the Gift He Will Use and
Appreciate Every Morning! Give

Schick Injector

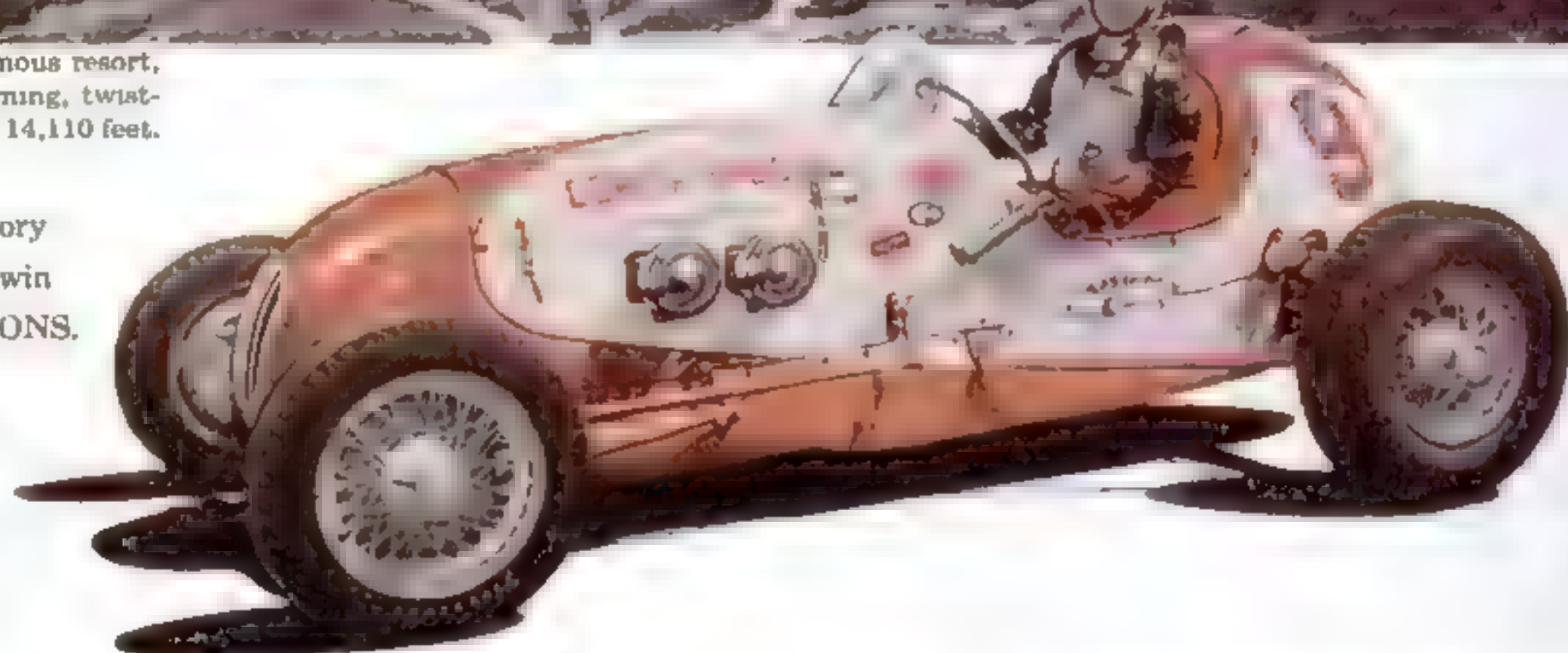
RAZOR
& BLADES





Pikes Peak, Colorado, near the famous resort, Colorado Springs, showing the turning, twisting course which rises to a height of 14,110 feet.

AL ROGERS' 5th Victory
scores 24th consecutive win
for dependable CHAMPIONS.



"World's Toughest Uphill Race" Proves **CHAMPIONS** Tops For Sustained Power



The Pikes Peak Hill Climb is the world's toughest uphill race. Starting at an altitude of 7415 feet, it runs 12½ miles over 120 hairpin turns and switchbacks, ending at an elevation of 14,110 feet!

Here is a test of spark plugs that is really rough. It calls for split second acceleration, and ability to withstand mounting temperatures as the cars roar into higher altitudes. Full, unfailing power is an absolute necessity every inch of the way.

The record of dependable Champion Spark Plugs speaks for itself—24 consecutive victories—performance unmatched by any other spark plug. The qualities that made this record breaking performance possible will make *your* car perform better, too. So insist on Champions every time!



FOLLOW THE EXPERTS
Get **CHAMPIONS** for your car

Listen to the CHAMPION ROLL CALL . . . Harry Wisner's fast sportscast every Friday night, over ABC network . . . CHAMPION SPARK PLUG COMPANY, TOLEDO 1, OHIO



Audrey Is a Hit

YOUNG MISS HEPBURN BECOMES STAR ON FIRST U.S. TRY

This young lady, demure but hinting of mischief, is Audrey Hepburn, 22, playing the title role of *Gigi*, a play by Anita Loos adapted from the novel by Colette. At last month's Broadway opening, critics found the play heavy-handed compared to the French movie version (*LIFE*, April 3, 1950). But they loved and praised Audrey as she was by turns pert, naive, passionate. Broadway had seen the first new star of the season and the beginning of what promised to be an important theatrical career.

FLEISCHMANN'S GIN



*Makes America's
Most Delicious Gin
Drinks*



*Because
...It's the Gin that gives you all 4*

- ☆ QUALITY
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"GIGI" CONTINUED



AUDREY AND COLETTE discuss the life of an actress at the old lady's Paris apartment. Colette once was in vaudeville, starred in several of her own plays.

THE DISCOVERY OF AUDREY

Sidonie-Gabrielle Colette, the 78-year-old lady who is the dean of French novelists, was being wheeled through the hall of the Hôtel de Paris in Monte Carlo one day last summer, when her eye was caught by a sprightly young British actress acting a part in a French movie which was being made on location there. She knew at once she had found what she had been looking for: an English-speaking Gigi for the play which Anita Loos had written.

The actress was Audrey Hepburn, a half-Irish, half-Dutch girl who had lived in Holland through the war years, then gone to England and made a modest start in show business. Colette sent her husband around to tell Audrey that there was a big job waiting for her. Audrey didn't believe it. Eventually Miss Loos and Producer Gilbert Miller convinced her she was exactly right for the role of Gigi, a sweet, spirited young French girl who outwits all the efforts of her family to bring her up for a life of fashionable sin. The only trouble was that the authors and producer had set their sights too low. They had once thought of making *Gigi* a musical but were convinced that they would never find anyone who could sing and dance and also act the difficult role. It happens that Audrey can dance and sing as well as act. Broadway hopes to see her sooner or later in a triple-threat role in the style of Gertrude Lawrence.



AUDREY AND ANITA embrace on opening night. The critics called Audrey and her performance "captivating," "lucid," "beguiling," "enchanted."

CONTINUED ON PAGE 101

Stop!
make up
your
Christmas
mind
now

Chantilly Perfume,
Eau de Toilette and Liquid Skin Sachet
in a froth of lace. \$5.50

Chantilly
Liquid Skin Sachet
in gay "see through"
pyramid. \$1.85

Chantilly Perfume.
\$18.50, 12.50,
7.50, 3.50

Chantilly Eau de Toilette and Dusting
Powder in "see through" box,
shining with stars
and angels. \$3.25

★
Chantilly ★ QUELQUES FLEURS
ENCHANTING FRAGRANCES BY
HOUBIGANT

Chantilly Eau de Toilette
in charming beribboned
package \$3.95, 2.75

Eaux de Toilette travel kit.
Chantilly and choice of Quelques Fleurs
or Le Parfum Ideal \$2.50

Quelques Fleurs Hand Lotion Trio
—in pink, blue and cream, encased in
blossom-strewn package. \$1.00

Quelques Fleurs Eau de Toilette
and Dusting Powder
in pretty "see through"
box. \$4.75

Chantilly or Quelques Fleurs
"Perfume Portrait". \$1.95

Quelques Fleurs Perfume.
\$18.50, 12.50, 7.50, 3.50

Quelques Fleurs or Chantilly
Stick Perfume. \$2.50

Quelques Fleurs Perfume,
Eau de Toilette
and Stick Perfume, in a
merry pink package. \$5.95

All prices plus tax



WORLD'S
LARGEST SELLING
KENTUCKY WHISKEY

OLD
Sunny Brook
BRAND

"Cheerful as its Name"



THE OLD SUNNY BROOK COMPANY, LOUISVILLE, KENTUCKY
GIFT CARTONS AVAILABLE ONLY IN STATES WHERE LEGAL



AUDREY IN PANTS looks with girlish pleasure into her dressing room at the theater, which on opening night was crammed with flowers from admirers.



AUDREY IN PETTICOATS kicks high in her version of the cancan, which she performed athletically amid bravos on opening night as part of curtain call.

Entirely New

**WEBSTER'S
NEW
COLLEGIATE
DICTIONARY**

*Give the Best
Handy-Size
Dictionary*

Webster's New Collegiate
A Merriam-Webster

REG. U. S. PAT. OFF.

SURPASSES all other handy-size dictionaries in authority and usefulness. Contains over 125,000 entries, illustrations for 2,300 terms, and a wealth of information in special sections.

Ideal for Christmas Gifts are the de luxe bindings in Fabrikoid, leather, and limp pigskin —with an attractive new gift box.

At book, department, and stationery stores.
\$5 to \$12.50. G. & C. Merriam Co.,
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*For Her
Christmas*

Single Bracelet
\$19.00 plus tax
Beautifully boxed in leatherette

Diamond-cut Austrian crystals, set in a bangle with fashionable leaf design. Fine quality jewelry, superbly made with an overlay of 14 Karat white gold.

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FINE QUALITY JEWELRY
Since 1866

Bracelets • Earrings • Necklaces • Brooches
Kissing Jewelry • Cuff Links • Tie Bars • Belt Buckles
Available wherever fine jewelry is sold

Heide
®
CANDIES

5¢

Sing a song of candy—
A pure and tasty treat,
Delicious HEIDE JUICYFRUITS
The best there is to eat

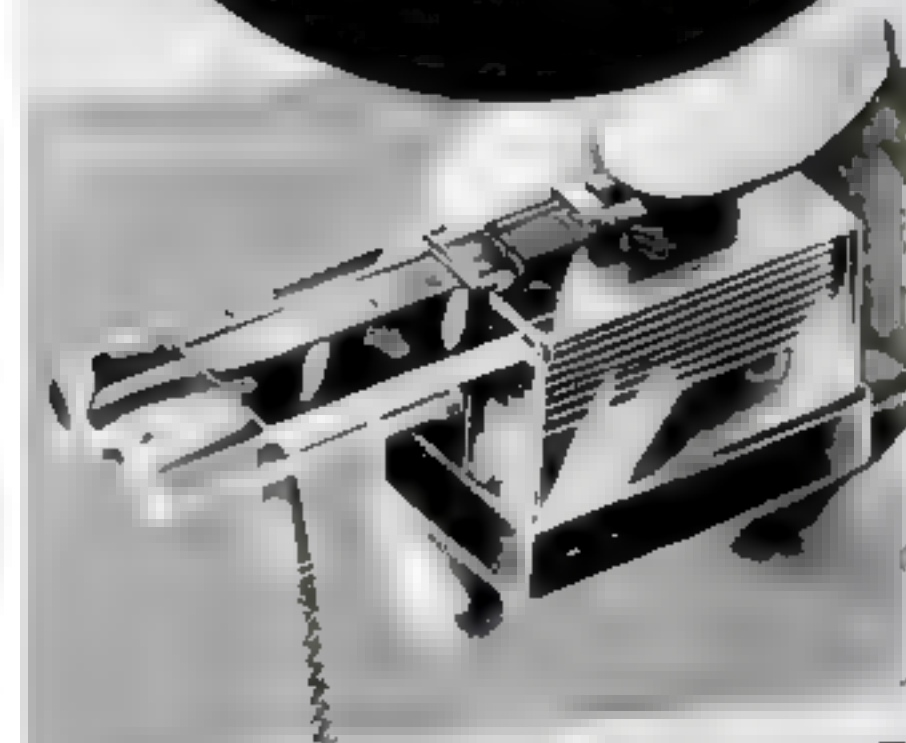
HENRY HEIDE, INC. NEW YORK, N. Y.

*your face
wasn't made
for a
razor blade*

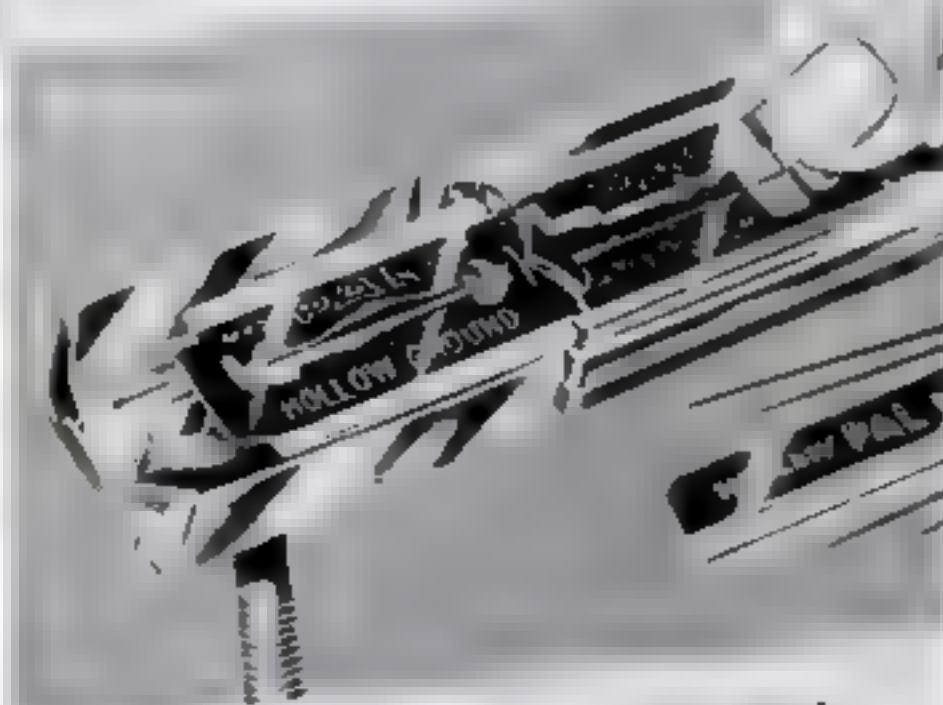
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MADE FOR YOUR FACE...**



Your Best Blade Buy!



PAL SINGLE or DOUBLE EDGE
IN CLEAR-VIEW ZIPAKS
WITH USED-BLADE VAULTS
Also Pal Gold Thin—at same low prices



44 for 98¢

21 for 49¢ • 10 for 25¢
Regular packing, 4 for 10¢



PAL INJECTOR BLADES **20 for 59¢**
in METAL injectors
Fit your injector razor perfectly.
10 for 39¢ • 6 for 25¢

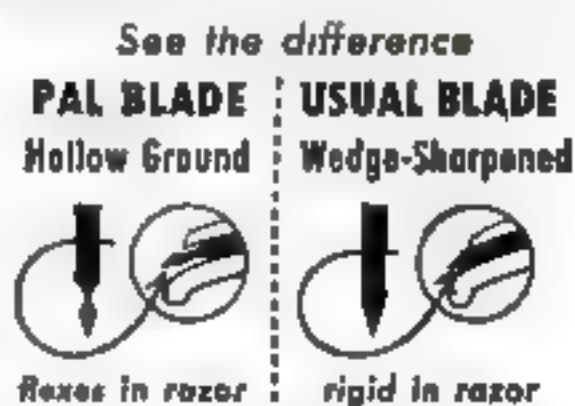


**You must like Pals—
or money back**

Buy Pals! Try Pals! Use as many blades
in a pack as you wish. If you're not
enthused, return dispenser to us for
full refund. Pal Blade Co., Inc., 43 W.
57th St., New York 19.

PAL—the best friend your face ever had

Yes, Pal's a blade scientifically designed to shave toughest whiskers and
tenderest skins—coolly, closely, cleanly—without irritation or razor burn.
That's because Pals are hollow ground like a master barber's razor—and not
wedge-sharpened like the usual blade. Pals shave so easy, so coolly, you
hardly know you're shaving. That's why we say "Pal is a razor blade made for
your face." Here's a "whisker's-eye" view of why Pal shaves so much better.



PAL HOLLOW GROUND BLADES ARE MADE IN PLATTSBURGH, MONTREAL, GLASGOW, BUENOS AIRES—AND SOLD ALL OVER THE WORLD.



BRITISH PLAYERS LEAP TO BLOCK SWISS THREAT. ALTHOUGH IT LOOKS LIKE TEAMWORK, UNTRAINED BOXERS PLAY BY INSTINCT AND EACH IS A SHOW-OFF

SICK 'EM SOCCER

Dogs play roughhouse football in Swiss circus

The big hit of this season's Knie Circus in Switzerland is a pooch-powered soccer game involving some boxers, a referee and the customers who often find themselves used as a playing field. The act, featuring three-dog teams of "British" (white pants) and "Swiss" (striped jerseys), grew out of the discovery that boxers are born soccer players. They play the butting game which soccer fans call "heading" and once the goal has been pointed out always run the right way. Playing with balloons weighted with a few dried beans, the teams battle from goal to goal as though they hated each other's mutts. No rules are enforced, but, because the balloons blow up whenever a player sinks a fang in one, the dogs seldom violate soccer's basic principle that the ball must not be carried. Each game lasts 30 balloons, eight to 13 minutes, during which the referee's main duty is to throw out new balls and to try to stay out from under pile-ups. To the special delight of the customers the British team always loses because the management prudently puts the best dogs on the Swiss team.



RIOT AT SIDELINE occurs when ball goes out of bounds. Startled spectator finds a British player in a flap while pursuing Swiss spels another from his seat

Make it a "Happy-Go-Lucky" Christmas!

GIVE CARTONS OF LUCKIES THIS YEAR!



LUCKIES TASTE BETTER THAN ANY OTHER CIGARETTE!

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L.S./M.F.T.-Lucky Strike Means Fine Tobacco

Install it-Forget it!



- 50% longer life!
- Goodyear dependability!
- Needs water only 3 times a year in normal car use!

As good as the name it bears—

GOODYEAR
DRY-PROOF
DOUBLE EAGLE BATTERY

Double Eagle—T.M. The Goodyear Tire & Rubber Co., Akron, Ohio

Long Life
GUARANTEED
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"Perfect Xmas Gift!"

*Wear 3 pairs for 3 months. If for any reason you're not satisfied, you get new pairs free!
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T-N-T
POPCORN
 pops in any pan

SUN-MAID RAISINS
 ARE TOPS FOR
 BETWEEN-MEAL ENERGY

Best For Cooking And Baking Too



Ask Your Grocer For The **SUN-MAID THRIFT-I-PAK**
 Six Handy Pocket Packs At A New Low Price!

Circus Soccer CONTINUED



BRITISH GOALIE gets teammate's assist making save. Leashes keep goalies on job. Though other dogs are friendly, two playing goalies hate each other.



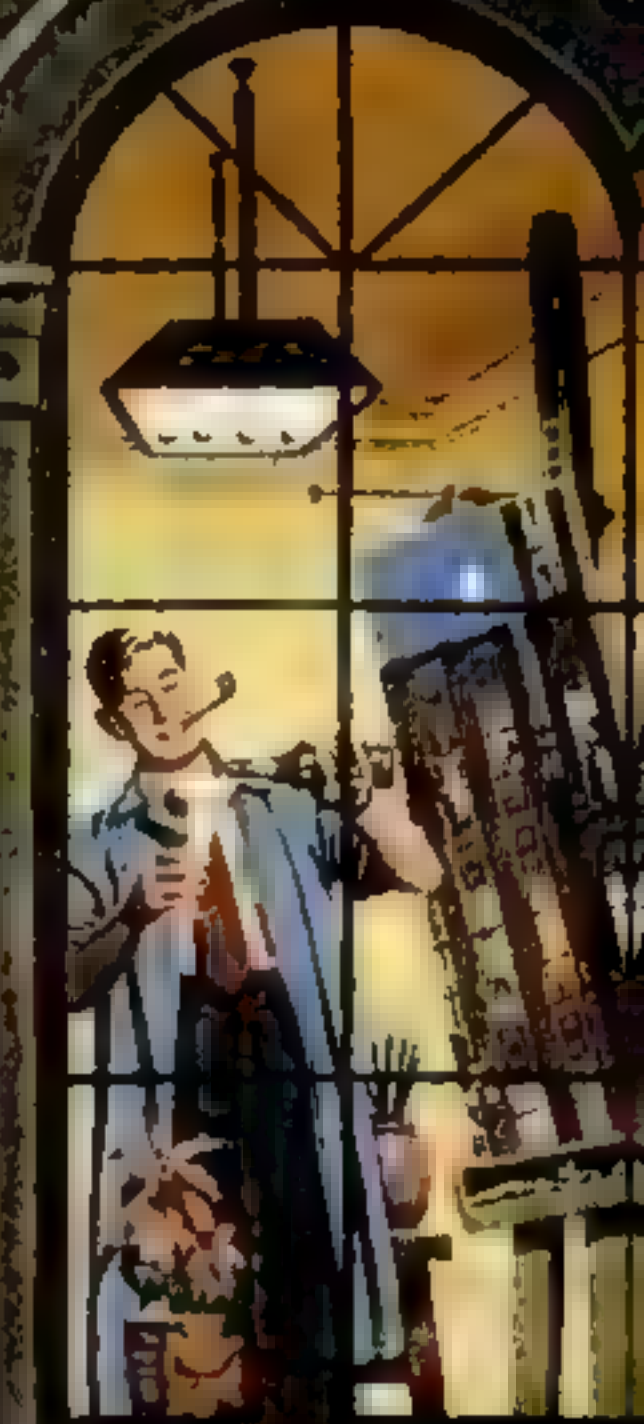
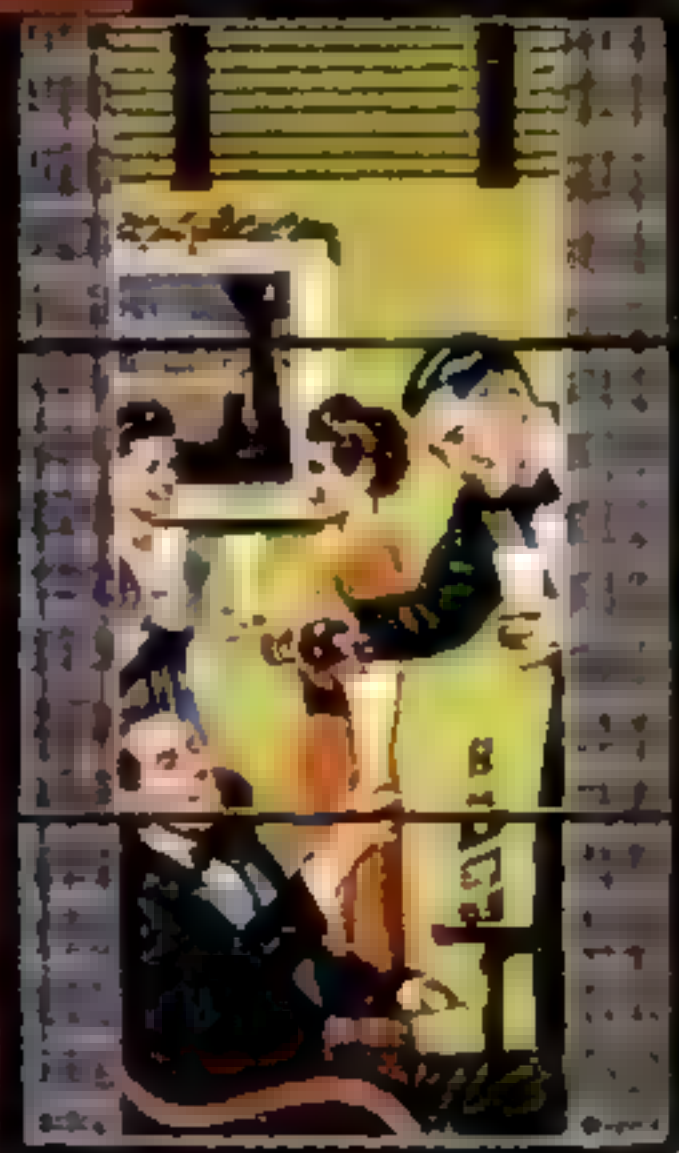
CLOSE PLAY at the Swiss goal brings a player in over his own goalie's head to knock out a British pass. From two to five goals are scored in each game.



REFEREE SPILLS on top of the British goalie and a Swiss player. Whistle is for sound effects only while short baton is for batting in new balloons.



The Beer that made Milwaukee Famous



...and to all the many friends
of Schlitz, throughout the world,
a very **Merry Christmas** and
a peaceful **New Year!**

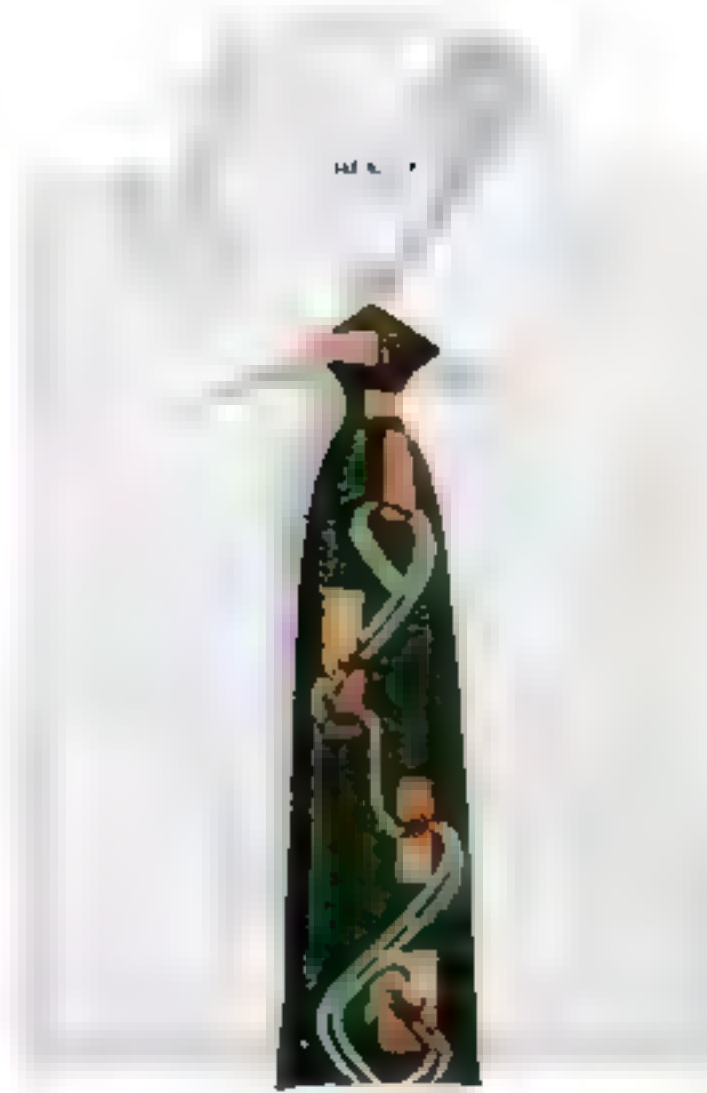
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honest, Santa,

Van Heusen Centur 100 - \$125.

The Blue Jeans Corp., New York, N.Y. Makers: Van Heusen
Shirts • Sport Shirts • Ties • Accessories • Handkerchiefs • Collars



Van Heusen Century shirts with the amazing soft collar that won't wrinkle . . . ever! America's gift sensation! White—regular or wide-spread collar, single or French cuffs, \$3.95, \$4.95; colors—regular (single cuffs), wide-spread (French cuffs), \$4.50.

I deserve

Van Heusen

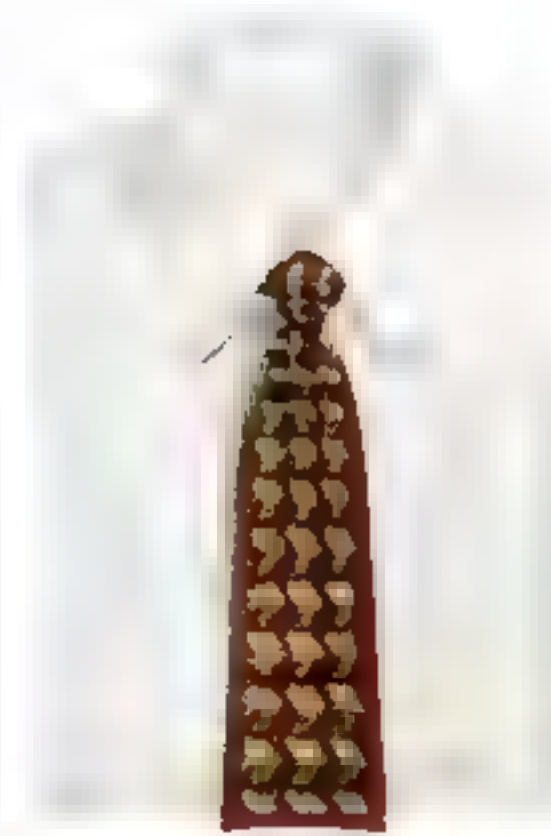
shirts sport shirts,
ties, pajamas,
handkerchiefs
for **Christmas**



Van Heusen Oxford with new, rounded Van Ron collar. In white or colors, \$4.50.



New Van Chick. Not a stitch showing on collar, cuffs and front. In white or colors, \$3.95.



Van Heusen Oxford Button-down. He'll want several of these in white or colors, \$4.50.



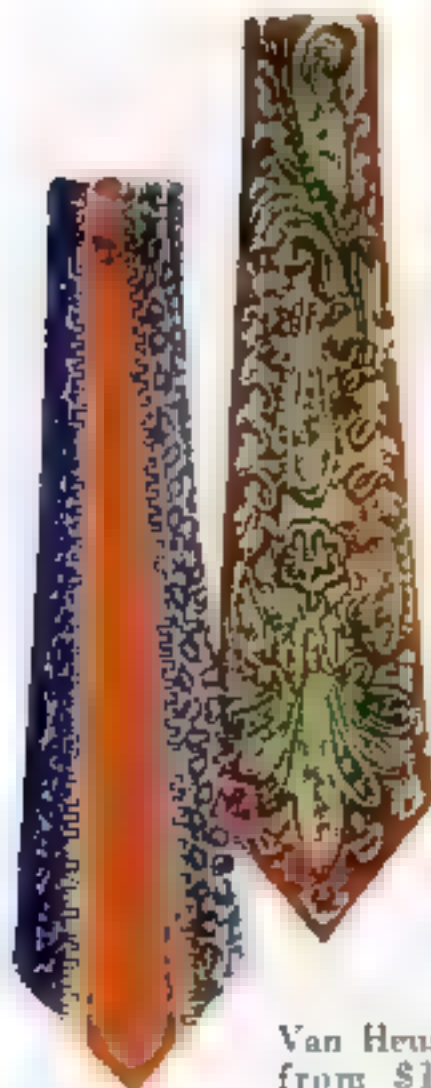
Van Gab-California Lo-No—Completely washable gabardine, subtle stitch trim, \$5.95.



Van Gab-California Lo-No—with or without tie. Completely washable gabardine, \$5.95.



Van Gab-Sportown. Completely washable gabardine with short-point collar, \$5.95.



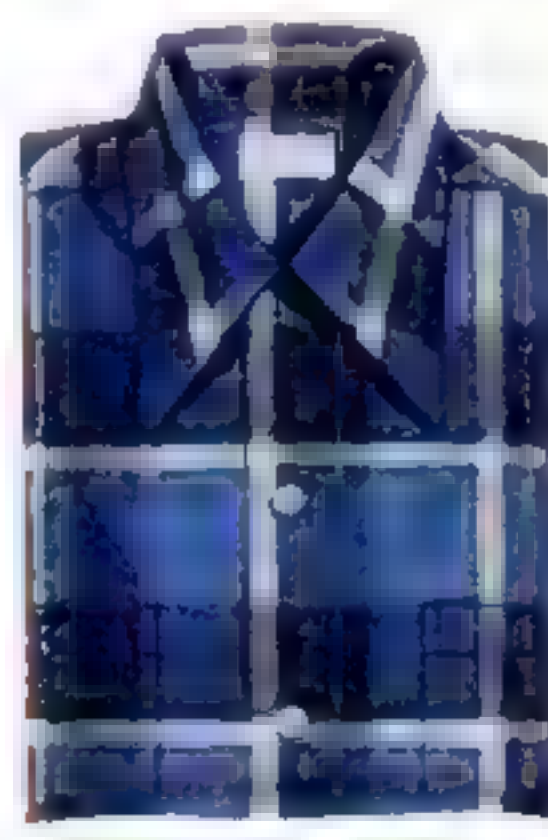
Van Heusen ties from \$1.00 to \$2.50.



Van Heusen handkerchiefs \$.25 to \$1.50.




Van Heusen Christmas Scatter Dot pajamas with contrasting collar, cuff, trousers, \$6.95.



Van Heusen Sportcheck . . . it feels as warm as it looks. Also in solid colors, \$7.50.



Venturous Print sport shirt. So bright, so soft . . . new colors, new pattern ideas, \$6.50.



*Your
"Merry Christmas"
to all*

...with a special glow of pride



*Dr. Young
Mailman
The Johnsons
Milkman
Pastor Brown
Abbe
Newsboy*

Your relatives — good friends, far and near — of course, they're all on your list. But what about your doctor, pastor, the postman and others to whom your thoughtfulness will mean so much? You'll find lovely Gibson Cards designed for each special person now on display at better stores. Choose and send them with an extra glow of pride — for the Gibson name means you've said "Merry Christmas" the very finest way.

GIBSON

Christmas Cards

GIBSON ART COMPANY • CHICAGO, ILL. U.S.A.



Publishers since 1850

THESE AND MANY OTHER FINE GIBSON CHRISTMAS CARDS...NOW AT BETTER STORES



BOYS ADJUST SOUND EQUIPMENT FOR PREVIEW

THE SPUTTERING WHIZ KIDS

Hollywood waits to see whether Wald and Krasna fizzle or bang

"I will do such things—what they are yet I know not—but they shall be the terrors of the earth," said King Lear. He had nothing on the Hollywood producing team of Jerry Wald and Norman Krasna, known locally as the "Whiz Kids," when a year and a half ago they trumpeted that they had closed a deal to make \$50 million worth of pictures for Howard Hughes's RKO. They would create "highly imaginative, off-beat motion picture entertainment."

Day after day the Kids' press releases announced future masterpieces, a Garbo picture, a Bible picture, *The Life of Robert and Elizabeth Browning*. Even Hollywood was half hypnotized. Then one day it woke up to the fact that after months of straining the mountain had brought forth a pair of not very big mice: an imitative little comedy called *Behave Yourself* and a well-acted tear jerker, *The Blue Veil*. Hollywood began chirping maliciously that the Kids were through, that Hughes, who had delayed or vetoed many of their pet projects, would sack them when their option came up on Nov. 1. Instead he extended it, but only to Jan. 1. Now the rumors are thicker than ever. But the W-K fuse, though damp, is still sputtering. Press releases are still announcing coming prodigies by the dozen, and the Kids are still busily at work on such projects as putting off-beat (but popular) ingredients into Clifford Odets' unpopular drama, *Clash by Night*.

PRODUCER AT WORK, Jerry Wald cocks knowing eye from behind his desk at Marilyn Monroe as she displays her talents for a role in Odets' movie.

A pleasure to own... a treasure to give!



A CHARMING
NEW IDEA BY
Lovable
♥
SCENTED WITH
Midnight
BY TUSSY!

Paquette

...A Satin Case
...2 Lovable Bras
(1 Satin—1 Nylon)
...A Perfumed Sachet

Feminine as a bride...this satin-paq with two snow-white, famous-for-fit Lovable bras...haunted by the exciting fragrance of Midnight by TUSSY! Tuck the perfumed sachet into the bra secret pocket...use the satin Paquette as a luxurious hanky or hosiery case. You'll want one for yourself, several for friends. About \$3 complete!

The Lovable Brasiers Co., Dept. L-12
180 Madison Ave., New York 16, N. Y.
Also in Canada



Wald-Krasna CONTINUED

TALE OF WOEBEGONE GOVERNESS



YOUNG LOUISE, heroine of Wald-Krasna's *The Blue Veil* (Jane Wyman), comes to work for a corset maker (Charles Laughton) whose wife has died in childbirth. Louise loves the baby but cannot bring herself to marry the father.



AGING LOUISE, whose devotion to her blue governess' veil has kept her out of a marriage gown time and time again, gives up her ward Stephanie because the girl has started loving her more than her own mother (Joan Blondell).



AGED LOUISE, forced to eke out a miserable living as charwoman in an elementary school, comes to a hospital to check up on her eyes and gets a late flicker of happiness when she discovers the oculist is one of her old little darlings.

CONTINUED ON PAGE 119

Up a tree about Christmas gifts?



Why not climb down and take a good look at these unusual General Electric gift clocks?

THERE'S a charming General Electric Clock for every person on that Christmas list of yours!

General Electric Clocks are distinctive and thoughtful gifts—and most of them are priced at *less* than ten dollars. Always welcome, too, because no one ever has too many *good* clocks. And G-E Clocks add a fine, decorative touch to every home.

As you know, too, G-E Clocks have all these wonderful features: 1. **No winding** . . . self-starting, just plug in. 2. **Quiet** . . . no ticktock. 3. **Dependable** . . . wakes you on time, every time. 4. **Accurate** . . . electrically checked by your power company to correspond with official Naval Observatory Time. General Electric Company, Bridgeport 2, Connecticut.



WINK. Easy-to-read dial, new shatterproof crystal, and modern ivory-plastic case. Dark green hands and numerals contrast beautifully with dial. Polished brass-color sweep-second hand.



DRUMMER. New automatic alarm *resets itself* and wakes user at selected time every morning. Convenient shut-off lever for week-end late sleepers. Luminous hands. Shatterproof crystal.



CANDLEWICK de luxe alarm. Richly grained mahogany case with polished brass-color base. Raised, polished brass-color numerals. Melodious bell alarm. For the living room or bedroom.



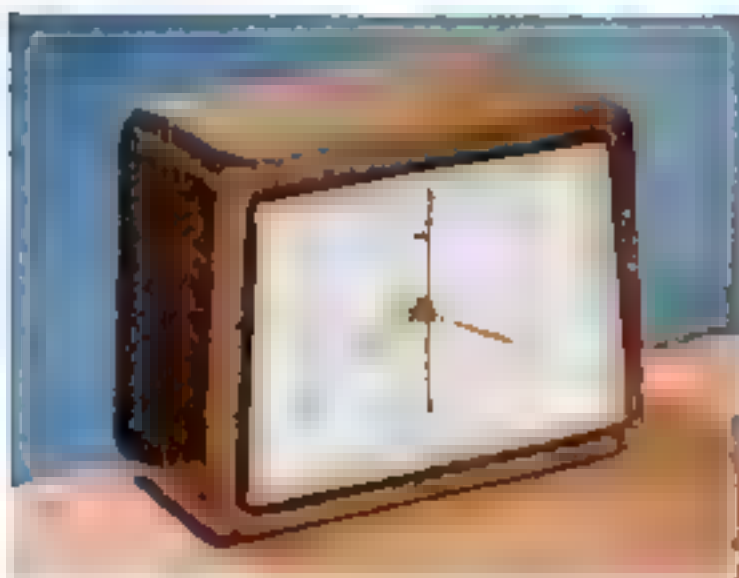
TWEED. Ideal for living room or den. Distinctive case in rich brushed-metal finish. Raised gold-color numerals and hands contrast with textured tan dial. Red sweep-second hand.



BEAU ALARM. Distinctive case of sparkling ivory-plastic, and handsome wood-grain dial. The hands and numerals are luminous. Wide shatterproof crystal lends a touch of unusual elegance.



CONCORD. Beautiful Colonial reproduction in polished mahogany case. Handsome scrolled ivory-color dial. Distinctive mahogany-color hands and numerals. Polished brass ornament.



DESIGNER. An occasional clock that reflects a note of elegance. Styled for every room where friends gather. Mahogany case. Embossed ivory-color dial has raised, easy-to-read, gold-color numerals.



GOURMET. Women voted this kitchen clock America's finest. Neatly designed numerals are raised and stand out clearly. This favorite available in red, green, yellow, and white.



CLANSMAN. The new kitchen clock with all the glamour of colorful, popular plaids! Available in red, green, blue, or yellow plaids. Easy-to-read dial, shatterproof crystal.



RHAPSODY. Full Westminster chimes strike each quarter-hour, and hour. Graceful lines and fluted base pedestals distinguish this fine clock. Richly grained mahogany case.

Specifications subject to change without notice.

The Perfect Gift

A GENERAL ELECTRIC CLOCK FOR EVERY PURSE AND PURPOSE

GENERAL  ELECTRIC



Paul Jones has been a favorite gift
for five generations!



*So smooth, so mild,
so rich and mellow—
The finest Paul Jones
in five generations!*

Paul Jones

SINCE
1865

Frankfort Distillers Corp., N. Y. C. Blended Whiskey. 86 Proof. 72 $\frac{1}{4}$ % Grain Neutral Spirits.

CASE OF THE CRIMINAL CANINE



AGENT OF CRIME is a dog, Archie, most entertaining character in Wald-Krasna's *Behave Yourself*. Trained to lead counterfeiters to a rendezvous, he leads young couple (Farley Granger and Shelley Winters) into endless trouble.



BY-PRODUCT OF CRIME is a fortune in counterfeit bills which the young wife innocently has thrust on her as she is taking dog for a walk. The mother-in-law (right) figures in some 57 varieties of standard mother-in-law jokes.



FRUIT OF CRIME is this parlorful of demised gangsters and fainted family members, discovered by the blundering police after a savage free-for-all in which a large part of the Los Angeles underworld is bloodily done away with.

CONTINUED ON NEXT PAGE



WRITE for the Rump
Christmas Gift Folder
C. F. Rump & Sons
Philadelphia 6, Pa.

CHOOSE THE Match-Mates YOU WANT



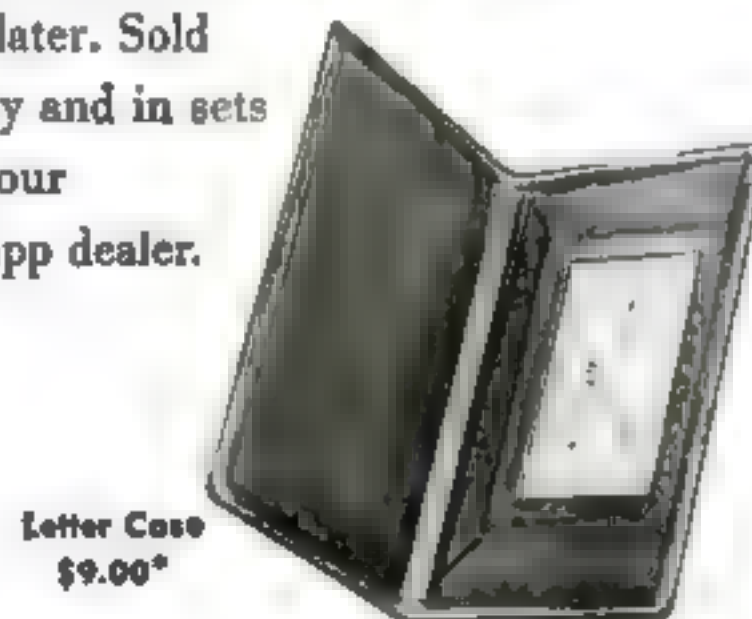
To Take Along



To Give Away



To Show About



They're ready now!
Rumpp's matchless new wallets and matching leather accessories . . . fashioned of rich, new leathers, slim and sleek in styling, staunch and sturdy for carefree wear. Choose your Match-Mates from many wallets and key cases. Add matching accessories now and later. Sold singly and in sets by your Rumpp dealer.

*Plus Tax



So soft—
so strong...it's the
ideal tissue!

The first time you try Soft-Wave
you'll appreciate its wonderful soft-
ness and strength! It's so clothlike
in texture we call it "water-woven."
No other quite like it.



Cleansing tissue soft...
yet toilet tissue firm...because it's double!

"Soft-Wave," "Scotties," "Soft as old linen," Reg. U. S. Pat. Off.



Wald-Krasna CONTINUED



STAR BILLING for producers on marquee, a rarity even in Hollywood, provides suitable frame for Wald-Krasna conference on that night's premiere.

OLDER NOW, BOY WONDERS STILL 'WANT TO FILL EVERY TOOTH'

Jerry Wald, now 40, and Norman Krasna, 42, both began their professional careers on New York newspapers, Krasna on the old *World*, Wald on the *Graphic*. They both descended on Hollywood when they were barely of age and set to work to play the role of Boy Wonders with a grim kind of ebullience which after 20 years has shown no signs of wearing off. Today as then, they grin, joke, bounce, tell tall tales, put out false rumors and above all get themselves talked about in public.

The talk is not always flattering. Hollywood generally assumes that Wald was one of the sitters for the venomous portrait of the go-getting hero in Budd Schulberg's *What Makes Sammy Run?* who has a genius for picking up other people's plots and passing them off for his own.

The world of practical movie-making admits there is nothing wrong with such methods of operation, since it is the essence of a producer's job to seize other people's ideas and use them. While everyone knows that Wald keeps filing cabinets full of other people's ideas which he spreads abroad under his own name, it is also undeniable that working more or less on his own he produced a series of topnotch films (*Mildred Pierce*, *Johnny Belinda*). And Krasna has shown great talent in jazzing up traditional farce material into such stage hits as *Dear Ruth* and *John Loves Mary*. The eternal stories they put out about their sensational deeds conceal the fact that they are conscientious, middle-aged movie-makers who enjoy working long and hard. Wald, says Krasna, "is like a dentist who thinks he has to fill every tooth in the world." And it is probable that, whether Hughes picks up their option or not, the world will never leave off hearing the sound of the drill.



CHEESECAKE POSTER for *Behave Yourself* is approved by Wald and Krasna because it suggests movie is a sex comedy instead of a mystery farce.

*make it
merry
make it*
MOJUD

A word to every Santa from Portland to Atlanta!
To make the lady's Christmas Merry, give her
Mojud stockings. The stockings with Magic-Motion
... extra "give" and spring-back in the knit.

★ Magic-Motion means longer wear, and more
fabulous fit from top to toe. Is your Christmas belle
tall, tiny or in-between? Ask for the Mojud stocking
length made especially for her!

stockings by

MOJUD

★ Remember, there's lovely
Christmas lingerie by Mojud, too

★ At good stores everywhere.
Or write Mojud Hosiery Co., Inc.,
385 Fifth Avenue, New York 16, N. Y.



♪ "Give Zippo for Christmas...one zip and it's lit.
The gift for a lifetime...a sure-fire hit!"



"Zippo lights in
a breeze
With the great-
est of ease!"

(above) ZIPPO TOWN AND COUNTRY. Choice of 6 sparkling designs engraved and inlaid in brilliant ceramic colors. \$7.50.

(below) ZIPPO SIGNATURE MODEL. Engraved with signature or message in actual handwriting. Satiny brush finish chrome. \$4.



"It's guaranteed
mechanically.
Repairs are
absolutely free!"

(above) ZIPPO ENGINE TURNED. Finely executed design. In bright finish chrome, \$5. Sterling silver, \$20. 14-karat gold, \$175.

(below) ZIPPO LADY BRADFORD TAME LIGHTER. Luxuriously finished with precious Rhodium, a Platinum group metal. \$10.



"Zippo's styled
to combine
Ruggedness with
smart design!"

ZIPPO LEATHER-CRAFTED. Genuine leather cases in red, blue, green and tan, English Morocco and Calfskin. Gold leaf border. \$5.50. Personalizing on all Zippo Lighters, only \$1.00 extra. See these and other handsome Zippo gift models at your dealer's now... priced from \$3.00 to \$175.00*.



"Nothing is so
prized
As a Zippo
personalized!"



"Give Zippo with
pleasure—
The gift people
treasure!"



LIGHT AT LOURDES

Torches of pilgrims create a nightly spectacle

At the great Catholic shrine of Lourdes, every night between March 15 and Oct. 15, the pilgrims who visit the grotto where Bernadette Soubirous saw her visions of the Virgin form a torchlight procession. Chanting as they march, they wind up to the shrine for a special church service, their torches making a broad, twisting path of light up the side of the hill. In this time exposure of the ritual (*below*), taken at $f3.5$ with an exposure of two minutes, torchbearers who have already reached the esplanade in front of the basilica dot the bottom of the photograph. Behind them the still-moving procession trails luminous streaks across the Pyrenees landscape.



THE SHRINE built above grotto in 1876 is silhouetted against the Pyrenees at twilight. Torchlight procession goes along a route marked by row of lights at right.





For the gifts you'll give with pride, let your jeweler be your guide

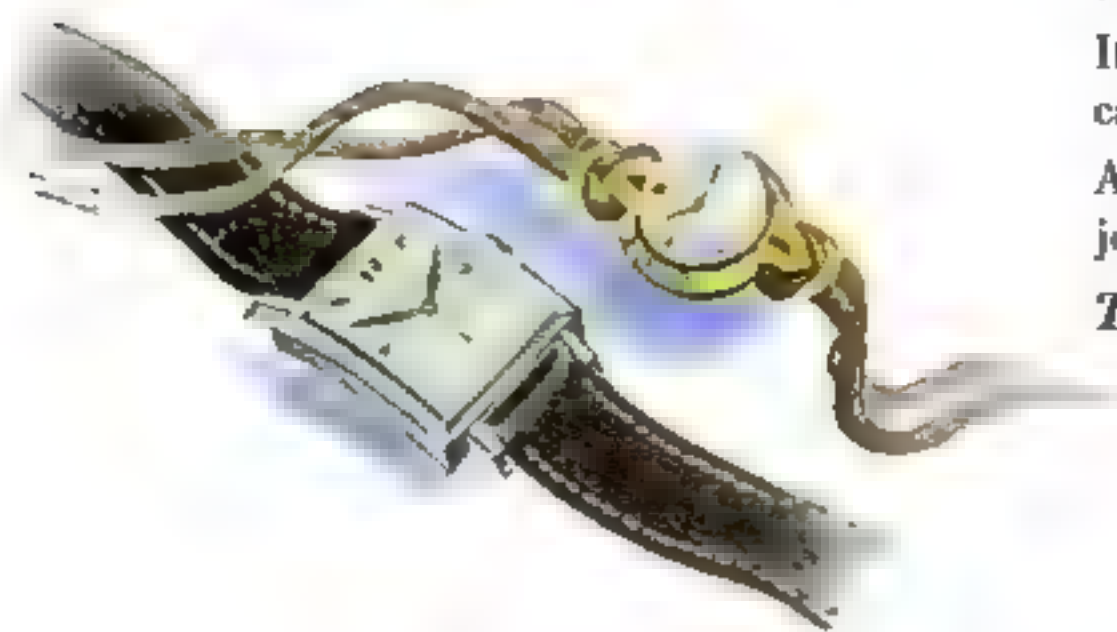
Why only a fine Swiss watch

can give you
such beauty, precision
and value:

It's a matter of pride that every fine jeweled-lever Swiss watch is designed and assembled as though the reputation of Switzerland depended on it alone. It's a matter of tools and talent that makes it possible for Swiss craftsmen to perfect each precision part.

It's a matter of fact that any fine Swiss watch can be serviced economically and promptly. And it's a matter of record that 7 out of 10 jewelers wear fine Swiss watches themselves.

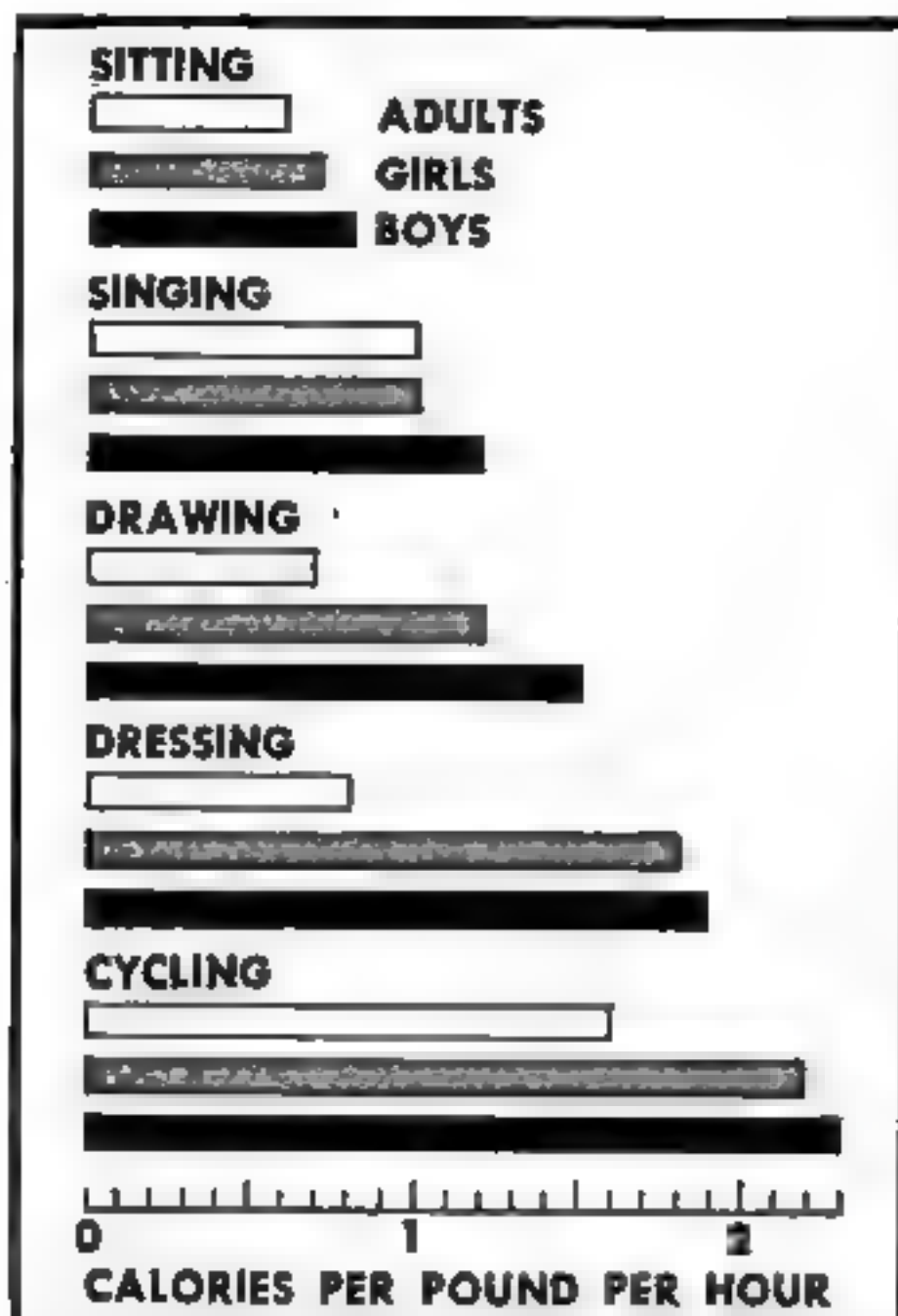
The Watchmakers of Switzerland



When you shop for a gift, ask your jeweler to show you "The Inside Story of the Fine Swiss Watch."



TIME IS THE ART OF THE SWISS



ENERGY CHART for activities shows children use more calories per pound of weight than adults.

HOW MUCH FOOD DO KIDS NEED?

Answer lies in tests of energy

The roller-skating woman and boy at right are performing an experiment which may give a scientific answer to a question that many parents have asked: "Why do boys and girls have such big appetites?" Parents suspect they know the answer, that children use up a lot of energy at play—which is, of course, correct. The exact amounts of energy they use are being determined by Drs. Clara Taylor and Orrea Pye of Columbia's Teachers College. The study is being done for the U.S. Department of Agriculture, which hopes to be able to recommend food standards for school lunches and famine relief shipments by the amount of work done by the particular groups of children involved.

The answers are found by harnessing 9- to 11-year-old children and adults into apparatuses which, by means of portable breathing bags, measure oxygen intake and carbon-dioxide output. Then the subjects do something—sit, stand, run, skate, or play the piano. In utilizing energy, the human body changes oxygen into carbon dioxide, so breath analysis shows the exact energy expended. It also gives children a scientific excuse for their appetites: the tests prove that children, especially small boys, use up proportionally more energy than adults in every activity.

When a boy builds a birdhouse he uses more energy per pound of weight than a man doing heavy carpentry. When a girl sews on a button she uses 25% more energy per pound than her mother. Even sitting by the radio is more strenuous for children than for adults (*chart, above*). Dr. Taylor believes the extra calories are needed because a child has a more active tissue and less "dead weight": he literally puts more of himself into anything he does.



ROLLING RESEARCHERS find energy used in skating by measuring the time required for boy to breathe all oxygen in bladders. Skating technician,

whose energy use is not being measured, carries heaviest equipment: checks time with stop watches hanging on cross-bar. Pillow guards against falls.

The gift of Good Taste



100 PROOF LIQUEUR
SOUTHERN COMFORT CORP., St. Louis, Mo.
Now Sold In Canada

Kids' Energy CONTINUED



PLAYING PIANO in another energy test, Claire Muller-Thym, 10, pauses while Dr. Taylor adjusts the rubber tubes through which she must breathe.



SKIPPING ROPE in sealed respiration chamber which measures the CO₂ produced, Claire uses no breathing tubes because they would hinder activity.

FOR THE 1 MAN IN 7 WHO SHAVES DAILY

New preparation has remarkable
skin-soothing ingredient

MODERN LIVING demands you shave every day. But your skin need not get irritated, rough, and often old-looking. Not any more...

Two special ingredients in Glider brushless shave cream correct all this. One is the same type of oil that is used on a baby's skin. This allows your razor to cut close without scraping.

The second ingredient which insures your skin new shaving comfort is EXTRACT OF LANOLIN—a wonderful new substance with beneficial ingredients 25 times as active as in plain lanolin, the well-known skin conditioner.

Glider for the brushless shaver—whether you shave daily or less often—means a comfortable, clean shave. And for the man who must shave twice a day, it's a life-saver! It keeps the skin silky-smooth because it's a shaving preparation that's good for the skin. So good that it makes after-shave lotions needless. All you need do is rub a little extra Glider right into your skin... and like a skin cream it replenishes the oils of your skin, leaves your face feeling smooth, relaxed with that healthy look of youth everybody admires.

As makers of fine shaving preparations for over 100 years, and as makers of the only shaving preparations containing EXTRACT OF LANOLIN, we know there's not a better brushless preparation on the market. Get a tube today and see for yourself! The J. B. Williams Co., Glastonbury, Conn.

Charles S. Campbell
PRESIDENT

RELIEVES PAIN OF HEADACHE - NEURALGIA NEURITIS

FAST

The way
thousands of
physicians
and dentists
recommend



Anacin® relieves headache, neuralgia, neuritis pain fast because Anacin is like a doctor's prescription—that is, Anacin contains not just one, but a combination of medically proven, active ingredients in easy-to-take tablet form. Thousands have been introduced to Anacin through their own dentist or physicians. If you have never used Anacin, try these tablets yourself for incredibly fast, long-lasting relief from pain. Don't wait. Buy Anacin today.

Puss 'N' Boots adds the PLUS!



Quality makes it
America's
largest selling
Cat Food



CONTINUED ON PAGE 128



Why the best part
of this Christmas trip
can't be pictured!

No camera in the world can picture the best part of every Pullman trip—the wonderful peace of mind you enjoy when you go Pullman:

You know you're *safer* in a Pullman than you are at home. You know you travel on *dependable* railroad schedules regardless of the weather. You know you arrive at a *convenient* terminal right in the center of town.

Remember this when you plan your Christmas trip. And remember this, too: there's a Christmas rush even for Pullman reservations. Do your Pullman-shopping early—now, if possible.



Go Pullman

COMFORTABLE, DEPENDABLE, AND—ABOVE ALL—SAFE!



COPYRIGHT 1935, THE PULLMAN COMPANY

At the First Sign of a COLD

Take 2 Bayer Aspirin
Tablets with a
full glass of water...



and feel better *FAST!*

HERE'S ADVICE about colds that we think your own doctor will tell you is sound and effective.

No matter how you try to stop or shorten a cold, the first thing to do—before you do anything else—is to take Bayer Aspirin.

You should do this because a cold is almost invariably accompanied by muscular aches and pains—and a head-achy, feverish feeling. And for your own good, you need a medication that will relieve these distressing symptoms—relieve them quickly.

One reason why Bayer Aspirin

tablets bring you this important relief—and do it with amazing speed—is that they start disintegrating almost instantly.

This Bayer way of feeling better fast tested and proved by millions—is now being used by more men, women and children than ever before.

So don't experiment with a cold. Use Bayer Aspirin. And for sore throats due to colds, gargle three times daily with 3 Bayer Aspirin tablets dissolved in $\frac{1}{2}$ of a glass of water. When you buy, always be sure to ask for Bayer Aspirin, not just for "aspirin" alone.

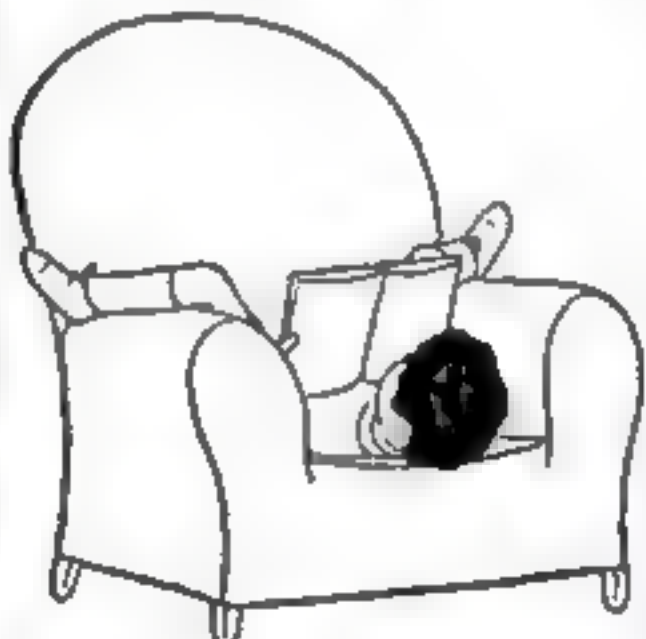
Because no other pain reliever can match its record of use by millions of normal people without ill effect, one thing you can take with complete confidence is genuine

BAYER ASPIRIN

Kids' Energy CONTINUED



GLUYAS WILLIAMS



BOY'S WRITHINGS drawn by Gluyas Williams were a humorous antecedent of the energy tests. It ran in the old *Life* magazine in 1928.



"JERIS

is tops
for greaseless
good grooming
and healthier,
handsomer hair*

says *Forby Granger*

starring in
The SAMUEL GOLDWYN Production
"I WANT YOU"



9 OUT OF 10 BARBERS USE
DANDRUFF-DESTROYING* JERIS.
YOU'LL LIKE ITS
FRESH, CLEAN-SCENTED
MASCULINE FRAGRANCE, TOO

SENSATIONAL JERIS OFFER!

to help you discover NEW

Fore BEFORE and AFTER SHAVE LOTION

FORE pre-softens beard, pre-conditions skin for the coolest, smoothest shave ever, and soothes skin for supreme after-shave comfort.

Now—get this regular size bottle of

Fore FREE

with purchase of JERIS Antiseptic Hair Tonic

~~\$1.46~~ VALUE
BOTH ONLY

74¢
Plus Tax

AT TOILETRY
COUNTERS EVERYWHERE



*Pityrosporum ovale, which many authorities recognize as the cause of infectious dandruff.



Body Dupont Nylon



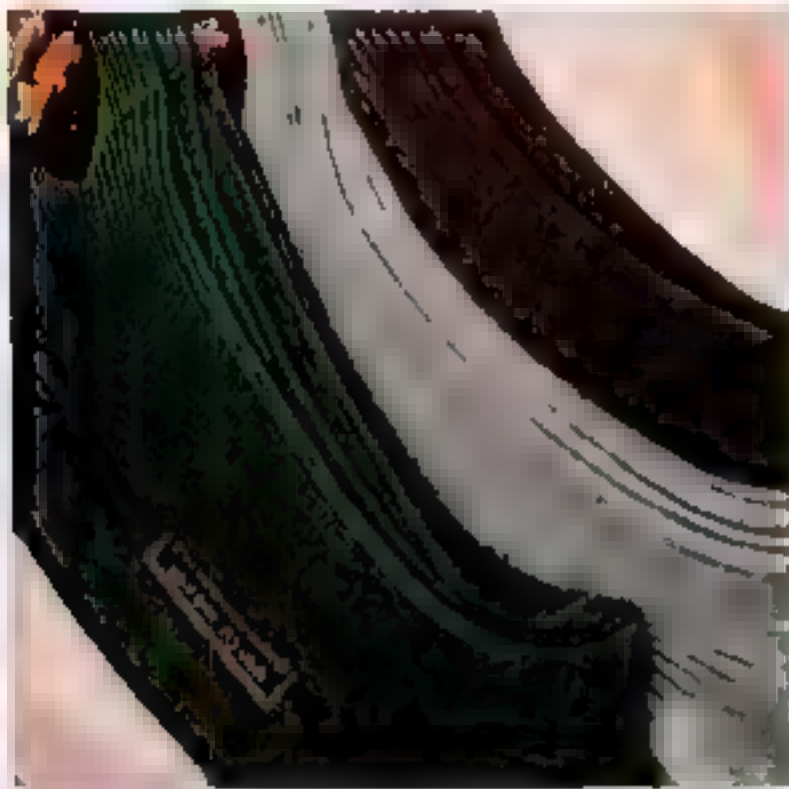
100% Wool Fancies



100% Shrink-Resist Wool Argyls



100% Dupont Spun-Soft Nylons



Fine Rib—Body Dupont Nylon

For Christmas

Interwoven Socks

Just a few of more than a thousand different Interwoven Socks from which to choose.



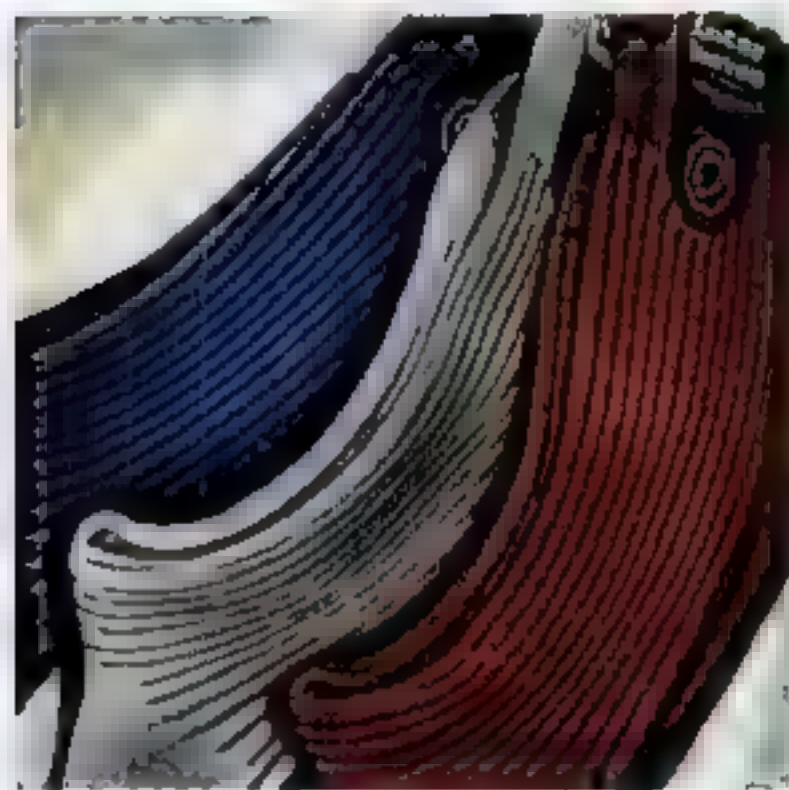
Narrow Rib—Soft Cotton-Lined New Wool



Soft Cotton Fancies



Genuine Jacquard Rib



Narrow Rib Fine Mercerized Cotton



Dupont Nylon—Plain with Clocks or Ribs



COM-FOOT-ERS—100% Wool Sock in a Moccasin



Rayon and Mercerized Cotton



Regimental Stripes—Rayon



100% Shrink-Resist 4-Color Diamonds

Of course



Brand-new idea from Ann Pillsbury.
A two-layer upside-down cake.
Not just *one* layer, but *two* big, eight-inch layers.
Twice as luscious, twice as many compliments
for you! It's never been done before,
but you can do it now.

you can...

*It's easy to make a cake like this with pineapple
from Libby's own Hawaiian plantations
and Pillsbury White Cake Mix*

When your eye first meets this cake, you might think it's a little bit beyond you. Festive, it's true—but beautifully easy to do. You just get Pillsbury White Cake Mix and Libby's Pineapple at your grocer's. Add only milk to the Pillsbury Cake Mix to make your cake. You don't even frost it. The luscious golden

topping for each layer is made with Libby's Crushed Pineapple—baked right in the pan with your cake. Just let it cool, decorate with quartered slices of Libby's Pineapple, and it's ready to serve. Can you make a cake as lush and lavish and family-cheering as this? Can you? Of course you can!

Ann Pillsbury's Pineapple Upside-Down Layer Cake

Drain a No. 2 can of Libby's Crushed Pineapple. Combine pineapple with $\frac{1}{4}$ cup melted butter, $\frac{3}{4}$ cup brown sugar, and $\frac{3}{4}$ cup pineapple syrup. Spread in two 8 or 9-inch layer cake pans. Pour

Pillsbury White Cake Mix batter over fruit. Bake at 375° F. for 25 to 35 minutes. Invert for 5 minutes. Remove pans; cool. Decorate with quartered slices of Libby's Pineapple. Serve as layer cake.



LIBBY'S PINEAPPLE

CRUSHED and SLICES

Pillsbury Cake Mixes

WHITE AND CHOCOLATE FUDGE



Wreath created
by Constance Spry.
Illustrated
by John Howard.

For Over 81 Christmases...

"There is nothing better in the market"

OLD FORESTER



© 1951 B. F. DRY CO.

KENTUCKY STRAIGHT BOURBON WHISKY • BOTTLED IN BOND • 100 PROOF • BROWN-FORMAN DISTILLERS CORPORATION • AT LOUISVILLE IN KENTUCKY



TREADING WATER, ARMS LOOKING ODDLY ELONGATED, FOUR UNDERWATER MARAUDERS, NAVY FROGMEN, COME UP FOR BREATHER AFTER STRENUOUS WORKOUT

Our Underwater Defense

THE NAVY PREPARES BOLD WARFARE AGAINST RUSSIAN SUBS AND MINES

PHOTOGRAPHED FOR LIFE BY J. R. EYERMAN

Today, in its laboratories and secret maneuvers, the U.S. Navy is readying itself to fight a modern, three-dimensional form of warfare which would take place in the lurking, suspicious shadows of the underseas and would be fought with a strange arsenal of weapons—killer subs, planes based on land and sea, self-guided torpedoes and time-clocked mines ticking away at the bottom of ghostly fathoms.

But why against Russia, which has a negli-

gible surface fleet, should the U.S. need a larger navy than it has now? The reason lies in the peculiar character of the Russian fleet. Its great strength is underwater, in a powerful fleet of at least 300 submarines. These are a pointed threat to U.S. sea lanes but, until two years ago, the U.S. Navy seemed unconcerned by the threat. In 1949 under its late chief, Admiral Forrest P. Sherman, mine and submarine development were given highest priority, with the result that

the Navy has evolved a bold and advanced concept of underwater defense. After its first step—to atom bomb the enemy's sub pens—the Navy would establish between the Russian bases and the U.S. sea lanes three vast defensive areas, forming a flexible defense-in-depth capable of expanding should the Russian subs attack in small groups and contracting should they mass into packs. On the following 12 pages LIFE shows the ingredients of this defense.



LOOSED TORPEDO, a ton and a half of steel and high explosive, bores out one of the forward tubes of a submerged submarine. Traveling at 30 mph, the

torpedo's two propellers are turned by a steam engine using compressed air which kicks up the foamy wake behind it. The bubbles drifting across the foreground were



DEADLY PATH of homing torpedo is simulated above as an electrically controlled projectile turns back to strike the submarine after missing it the first time.

SUB AGAINST SUB

The most distant outposts of the Navy's underwater defense will be manned by the most revolutionary of antisubmarine weapons—a submarine. In the past U.S. subs have been used almost entirely against surface vessels, but against Russia a primary mission would be to lie in ambush close to Russian bases, under strategic patches of water through which enemy subs must pass to reach the open sea. To accomplish this the Navy must have subs capable of staying submerged for great lengths of time and equipped with the most advanced sonar (sound navigation and ranging), a listening device which is the submariner's means of detecting the approach of an enemy under water.

At present, the Navy has 88 submarines, only 35 with snorkels which enable them to stay under for weeks. Most of them, World War II types, lack the best sonar. But it is building sonar-packed "Killer Subs" (below) and has started producing an atomic-powered submarine (LIFE, Sept. 3) which, with a virtually endless supply of fuel, will be able to prow under the surface to the limit of the crew's endurance. It is also experimenting with a whole secret gallery of homing torpedoes, essential for its new concept of sub attacking sub. Electronically controlled, with sonar mounted in its nose, this missile starts out in the general direction of its target. When it gets near enough for its sonar to hear the dull roar of the sub screws, it veers headlong toward the sub. Should it miss on its first try, it curls relentlessly around to strike again—and, if necessary, again.



NEW SUB-KILLER, the K-1, has ungainly nose full of listening gear and a short hull whose maneuverability makes it adaptable for ambushing other subs.

caused by the foul air escaping from the diving bell in which Photographer Everman took this rare and remarkable picture of one of the Navy's deadliest weapons.



TRACKING SUB, KILLER PLANE DROPS CIRCLE OF SONOBUOYS TO PINPOINT ITS UNDERWATER TARGET

HUNTERS AND KILLERS

On the huge reaches of ocean stretching back behind the outer screen of Killer subs to the U.S. sea lanes, the Navy will establish its second line of antisubmarine defense—patrolling teams of destroyers, baby carriers and planes, called "Hunter-Killer Groups." At present the Navy has only a handful of these units; it is mobilizing more as fast as the complex training in equipment and teamwork permit.

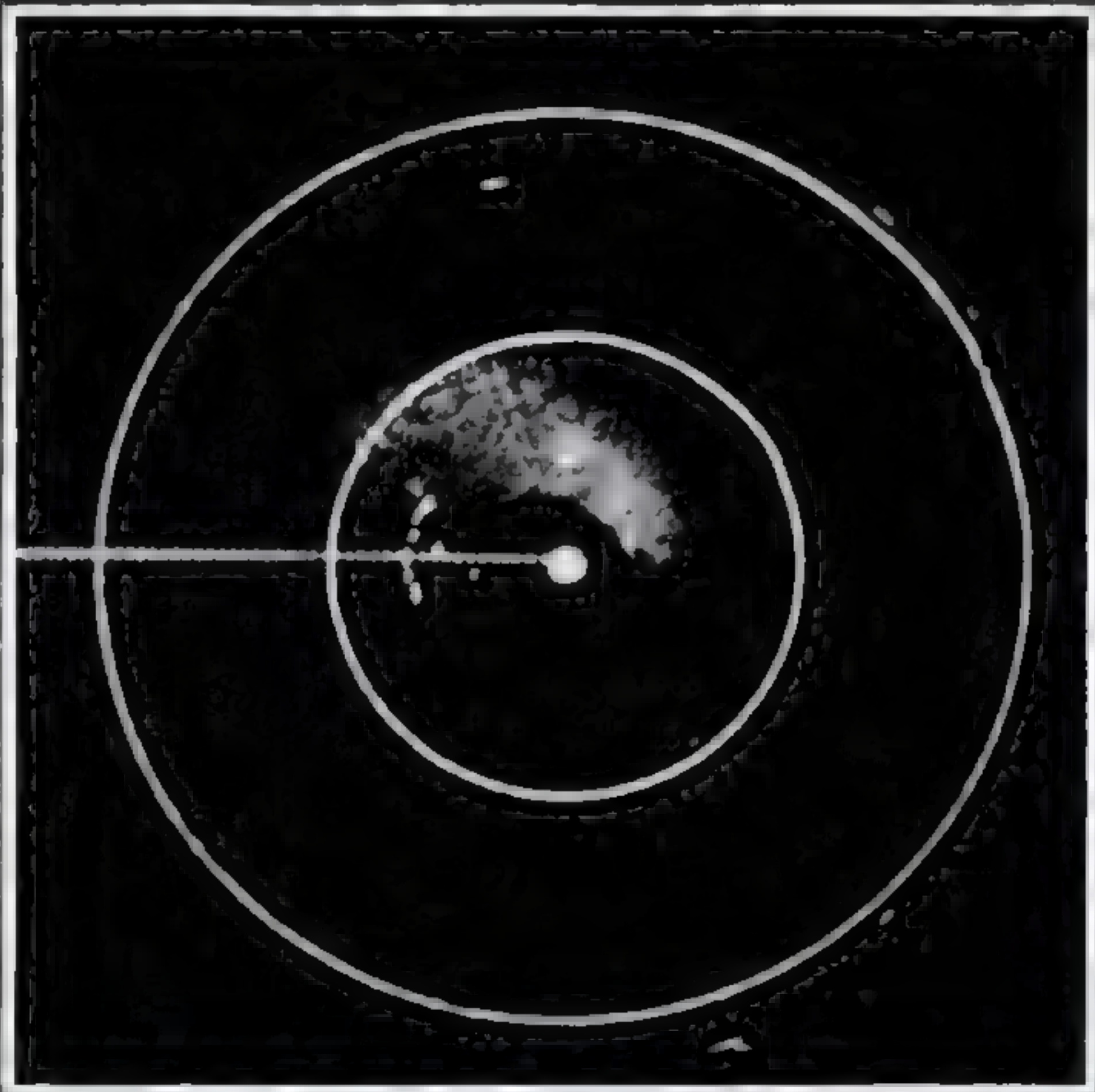
Mainstay of the Hunter-Killer Group is the two-part air team: 1) a Hunter plane with powerful, newly developed radar set bulging under its fuselage, which can detect the tip of a snorkel many miles away; and 2) a Killer plane

equipped with rockets and depth charges. When the Hunter spots an enemy blip on its radar, it guides the Killer plane to the target. If the Killer catches the target surfaced or with snorkel up it fires its rockets. If the enemy dives in time, the Killer drops a circle of sonobuoys (*above*), devices containing tiny microphones which transmit the sounds of the enemy submarine's screws. With its prey located, the Killer plane drops depth charges. These may not score a hit, but they keep the enemy harassed and constantly dodging until the destroyers come up and, with their more accurate sonar and powerful array of depth charge equipment, finish the job.



VAST SCOPE OF DETECTION of Hunter-Killer team is shown on photograph montage on opposite page. In center is view of the radar screen aboard the Hunter plane, shown at top flying above Killer plane. Surrounding screen are stretches of ocean which radar scans and sees, a radius in all directions of about 20 miles. On screen itself dotted line is radar beam. Row of blips in left of inner circle (denoting

first 10 miles of radius) represents the U.S. carrier and destroyers on ocean at extreme left. Smudges near the screen's center are disturbances caused by clouds. But the lonely blip at top of screen, near 20-mile radius circle, is surfaced submarine out of sight near top of page. The sub located, a plane would move in to attack, even at night when it uses searchlight (*above*) to pick out sub lurking on the surface.





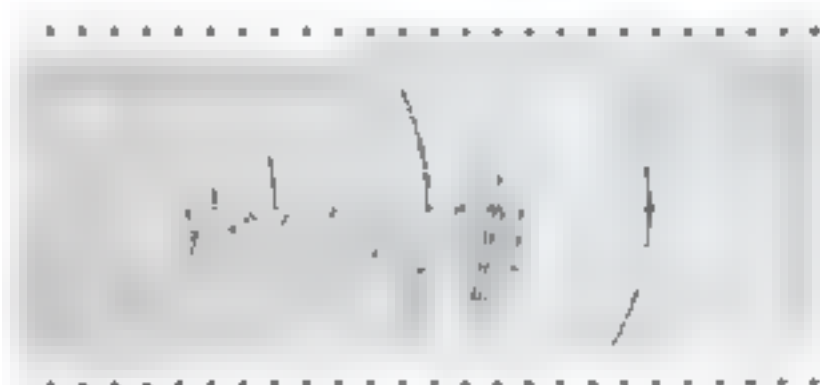
MOORED TO THE DECK OF A NAVY JEEP CARRIER, A BLIMP IS REFUELED

NEW EARS TO WARN CONVOYS

Around the convoys plowing along the sea lanes the Navy will throw out its third and final barrier against the Russian sub menace, protective screens of destroyers, search planes and jeep carriers. These resemble the late World War II convoy protection, but there are two important innovations. The first is the sonar-equipped helicopter (*right*), whose use is still experimental, which will comb the seas around the convoys. The second innovation has to do with the blimp, which in fighting subs has advantages over the plane. It can carry more tons of depth charges, and, with the exception of the big flying boats, the blimp is the only naval aircraft spacious enough to carry a heavy and powerful detecting

apparatus, the Magnetic Airborne Detector (MAD). MAD picks up and records as long lines on a graph (*below*) the faint impulses that come from the magnetic field surrounding the steel hull of a submarine. Since the field extends only a few hundred yards, MAD pinpoints the location of the sub with great accuracy. Thus, a blimp can hang on to an already detected sub and, by hovering over it, can precisely direct attacking surface vessels. Formerly, because of

limited range, the blimp had to be based on land and was only available for coastal patrols. But the methods have been found to land and refuel the blimp on jeep carriers so that it can now ride along with the ocean-crossing convoy.



LONGEST LINE MARKS SUB CONTACT BY MAD



LISTENING HELICOPTER, forerunner of a fleet of copters which the Navy plans as convoy screens,

IN TRACKING SUB, SMOKE FLOATS, DROPPED BY SONAR PLANE OR MAD-EQUIPPED BLIMP, WOULD MARK SUB'S PATH FOR DESTROYERS RUSHING IN FOR KILL





has a cable dangling into the sea at the end of which hangs a secret sonar "car." This transmits under-

water sounds to the sonarman perched precariously in copter's center. To balance the additional sonar

weight, the craft's sides have been stripped off. New copters will have no trouble carrying heavy sonar

IN MAKING KILL, DESTROYER FOLLOWS LINE OF SMOKE FLOATS AND GUIDED BY ITS SONAR LAUNCHES HEDGEHOGS WHICH EXPLODE AHEAD OF DESTROYER



CONTINUED ON NEXT PAGE



APPRENTICE SONARMAN acts as "talker" in sonar team on a destroyer, reports findings to bridge.

LEARNING TO LISTEN

In his highly technical skill, the sonarman must be trained to precision. On him alone, listening through the long watches in the darkness of a destroyer's or a submarine's hull, may rest the life of his ship or of an entire convoy. Aboard ship sonarmen work in a team, with each man performing special functions of listening, measuring, identifying and reporting. Their sonar does not actually record sound but detects the enemy by making sound of its own. On a destroyer the sonar's noisemaker (a transducer) is fastened to the ship's bottom and projects into the water in all directions periodic bursts of electrically produced supersonic noise which are louder than pistol shots. If a beam of sound strikes nothing and loses itself in the depths, the sonarman hears a sharp ping. But if it hits something—the hull of a submarine—he hears a fainter echoing ping. The time interval between the two measures the distance to the enemy; the direction of the beam gives the bearing.

LEARNING SOUNDS, students at sonar school listen to the recordings of various underwater noises

(below). To identify each sound they must push the correct button on the lighted panels in front of them.



UNDERWATER SOUNDS of many varieties plague the sonarman's ears. But he must learn them all so that he does not cause an entire convoy to swerve off

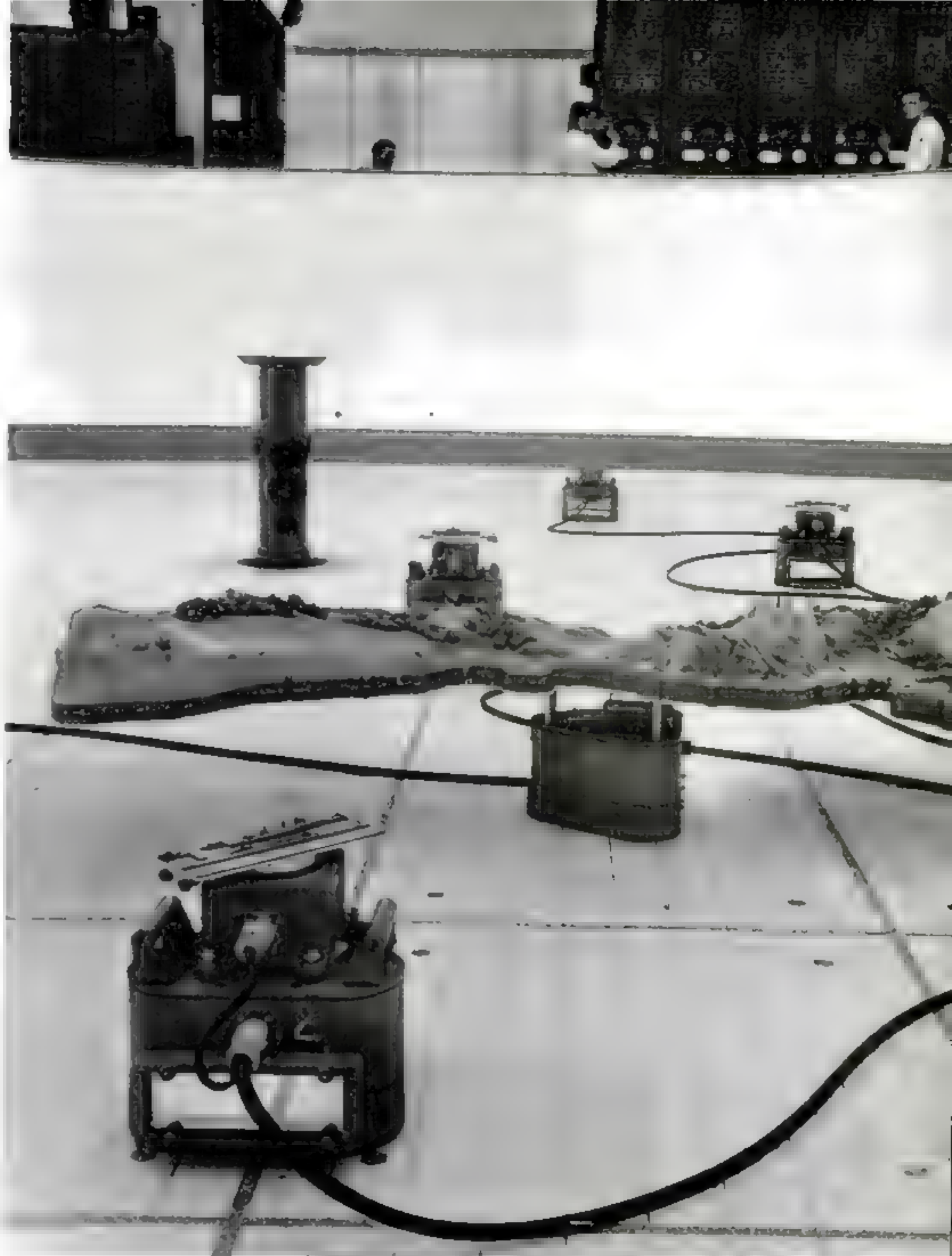
in fright because of a whale. Above are visual oscilloscope representations of six of the dozens of sounds, including the sharp ping of silence, students are taught.



VETERAN SUB of World War II, the *Tusk*, has been modernized and could be used for sub-killing.

LEARNING TO WATCH

In the concept of "sub-killing," the submarine skipper must learn a whole new set of three-dimensional maneuvers beneath the water's surface. In New London, Conn. the Navy has an elaborate training system for sub skippers and their crews. There are devices with which they learn to make subs dive and surface. There is the attack trainer where they learn to sight a periscope (*right*). And off the Thames River there are constant maneuvers in which sub skippers ambush each other under the water, writing the new book of killer sub tactics. The sequence of a kill could be simple enough—the wait for a passing enemy sub, the pulsating drone that spots him, the approach, then the salvo of torpedoes. But if the killer is detected, the enemy dives and swerves. Then, as the two submarines stalk each other deep in the black below the surface, the most nerve-racking form of warfare man will have yet devised will go on until one of the antagonists meets its end.

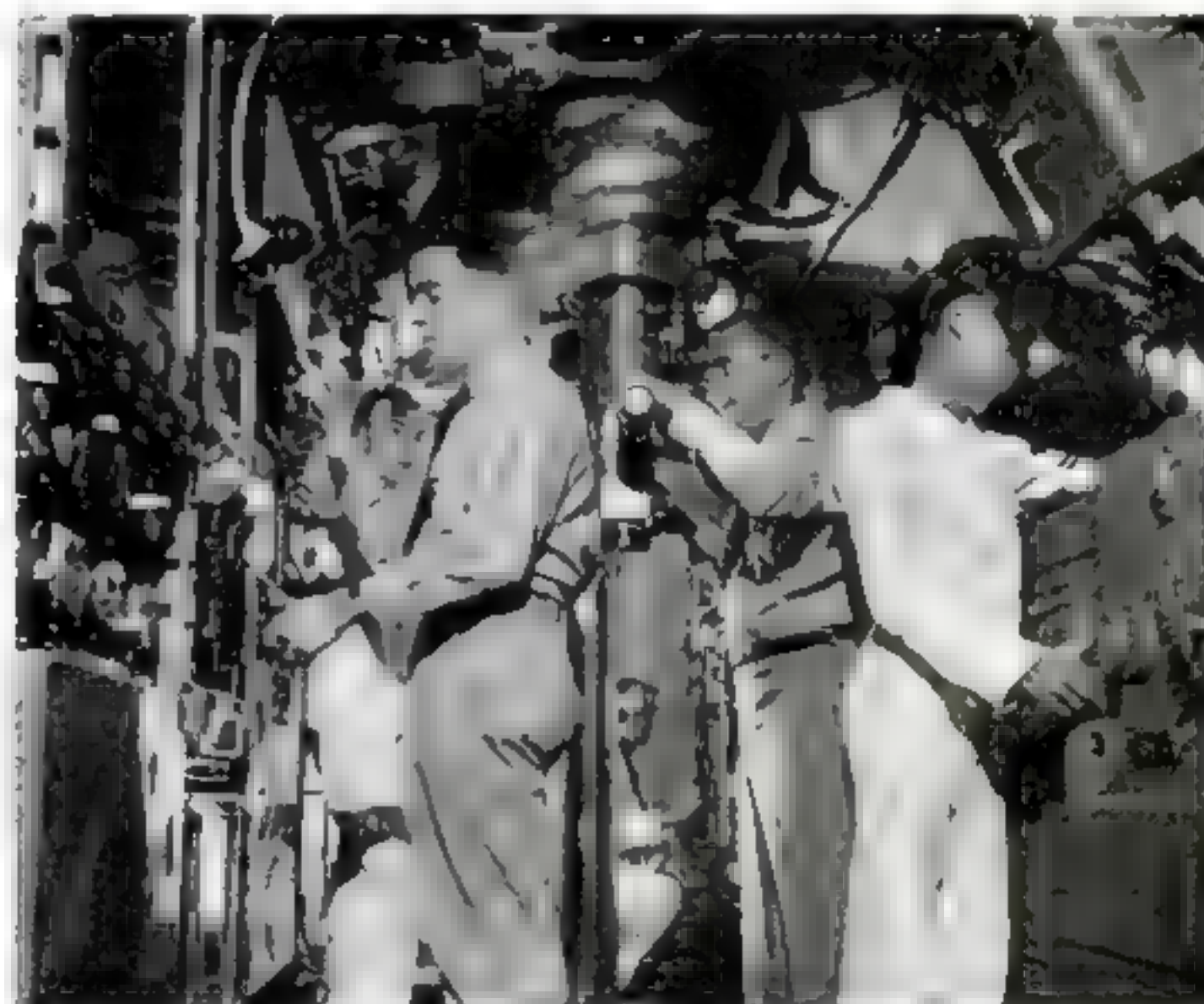


ATTACK TRAINER has a periscope (*left, top*) around which land and ship models move on ma-

chines ("crabs"). Student (*picture below*) is at periscope on next level down, solving attack problem.



STUDENT'S VIEW through periscope shows silhouetted island and transport which is his target. "Crabs" rock models they carry to give impression sub is rolling.



LOOKING THROUGH PERISCOPE at models in picture above, student skipper stands in trainer's conning tower, sees the realistic view shown in picture at left.



GIANT REEL, on a dock at Navy's mine base in Charleston, S.C., winds in a detached sweeping cable for field inspection and repairs. Cables like these,

towed hundreds of feet out behind mine sweepers, discharge electric impulses into the water as would a large ship and thus set off magnetic-type mines.



SINGLE SWEEP for acoustical mines lying on the ocean bottom is made by a Navy mine sweeper (an AM) trailing a 200-foot cable which is kept on the

surface by a series of floats marked with flags. At the end of this towing cable, just under the surface of the water, hangs a "bumblebee" (picture, top right).



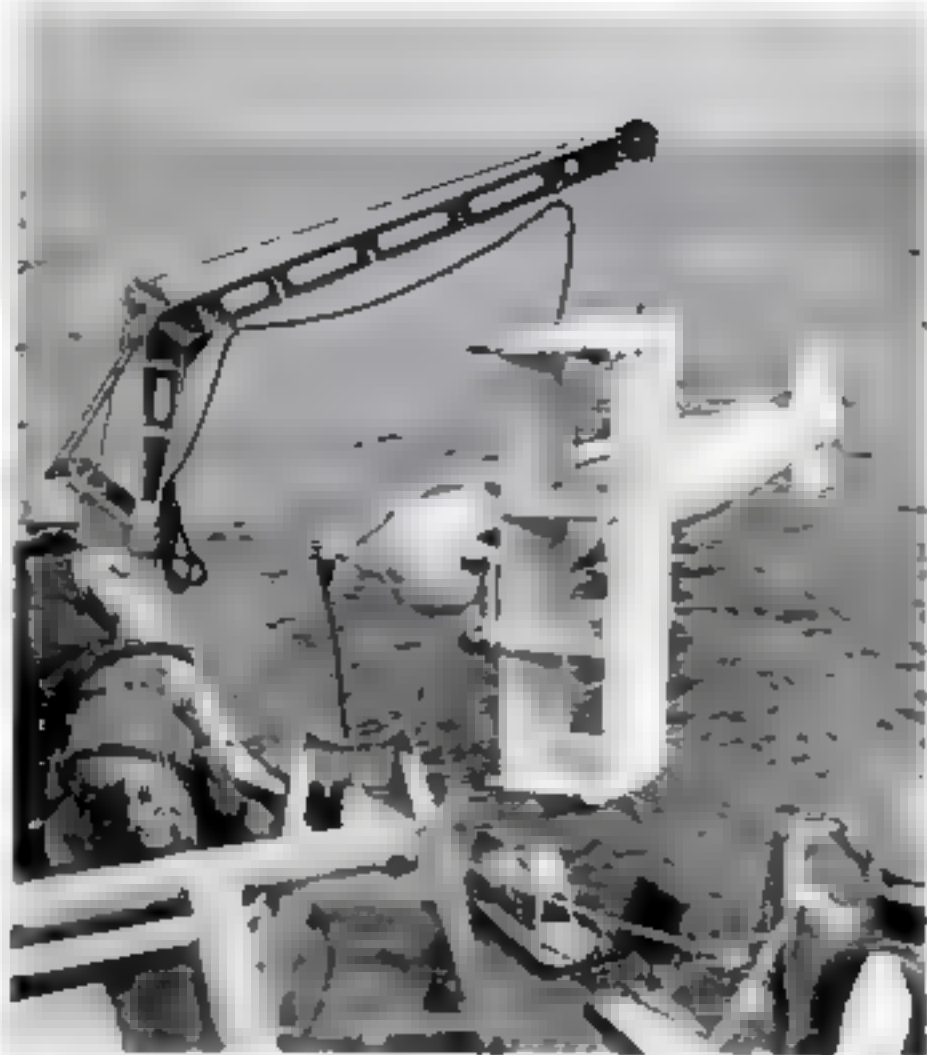
"BUMBLEBEE," being put in water, is an unusual mine-sweeping device. With heavy clapper, it makes noise like ships' screws, explodes acoustical mines.

SWEEPS AND

After the submarine the next most menacing weapon of the Russian navy is one of the oldest known pieces of naval ordnance, the underwater mine, which was used by the Chinese in 100 B.C. Though the mine is a stationary thing, moored to or lying on the sea bottom, it is both an offensive and defensive weapon. The Russians would not only defend their beaches and ports with minefields but would attempt to lay them—by submarine or by parachuting them from the air—at strategically narrow points along the sea lanes and even across U.S. harbors, thus choking off our supply lines at the source. The Russians can be expected to use four types of mines. The first is the moored mine, a big horned ball bobbing just under the surface, which explodes when a ship hits it. The second is the magnetic mine which is set off by the magnetic impulses emanating from a ship's hull. The third, the acoustical mine, is detonated simply by the noise of a ship's screws. The fourth lies on the bottom and explodes from the water pressure a hull creates when it passes above. For deception purposes the Russians may attach to any of the last three mines two mechanisms which will make it appear—until it is



PRESSURE TEST, at Navy lab, White Oak, Md., subjects mines to 1,000 pounds' pressure per square inch. Here one is being wheeled from pressure tank.



PARAVANE, being hoisted aboard destroyer, is used to sweep moored mines. It keeps cables fanned out to cover maximum area (picture, bottom right).

BUMBLEBEES

too late—that a minefield does not exist when it actually does. One is the "counter" which, should its counting device be set on 10, will allow nine ships to pass over safely but will explode when the 10th comes unsuspectingly along. The other is a time clock by which a mine lies dormant for days or weeks and then suddenly erupts with the next passing ship.

To solve the mine threat the U.S. Navy is developing sweeping techniques, experimenting with many of its World War II mine sweepers and building 47 new ones. It is also researching, testing and planning elaborately for its own mine operation, which will be directed mainly against Russian submarines. In the Navy it is accepted fact that Russian submarines would try to enter U.S. harbors to launch their torpedoes or drop time-clock mines armed with atomic warheads. So it is preparing now to ring the country's main ports with submarine nets and layer after layer of deep, antisub minefields. It is also getting ready to send its carrier and shore-based planes over Russian waters to parachute whole minefields into the narrows and the harbors around Russia's naval bases and bottle up the Russian subs in their own pens.

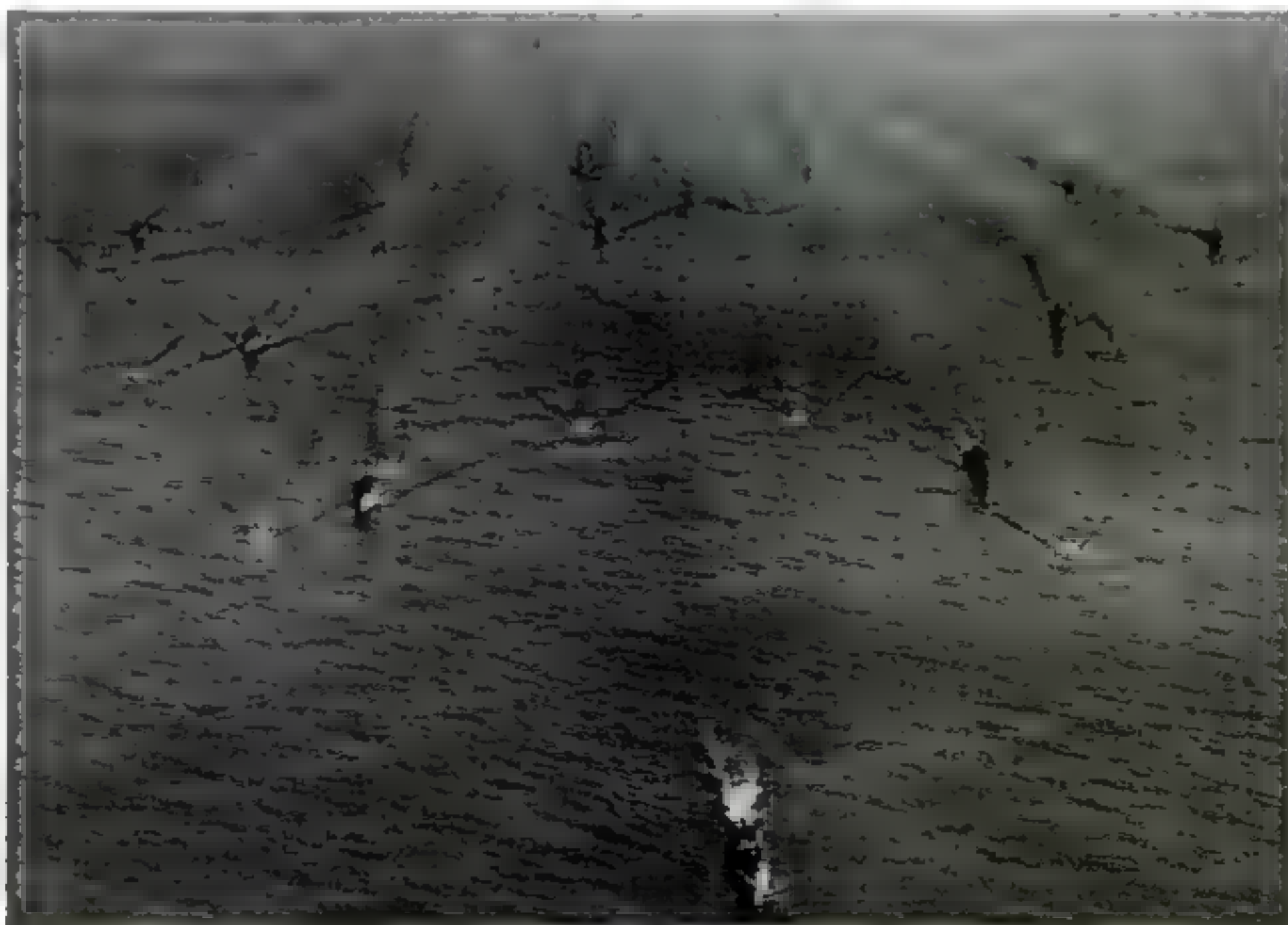


FREEZING TEST is applied to a mine in a room where the temperature can be brought down to 65° below zero, simulating extreme Arctic conditions.



X-RAY MACHINE, with two-million-volt beam, photographs one of the Navy's mines to determine the effects of pressure and freezing tests (pictures,

below, center). This mine, designed to be parachuted from a plane, got a third test. It was shaken and bounced to simulate plane ride and parachute drop.



MULTIPLE SWEEP is carried out by two types of mine sweeper, AM and AMS. The cables aft sweep for magnetic mines; those fanned out to sides on

paravanes sweep moored mines. Latter are lined with cutters which slice moorings, bringing mines to surface where they are sunk or destroyed by rifle fire.



GOING UP toward a hatch in a submerged submarine, a frogman squeezes himself into the escape cylinder, which when it is sealed, will be flooded with water.

UNDERWATER DEFENSE CONTINUED

FROGMAN HALF-WORLD

There is one anti-mine weapon which requires no intricate detecting devices, no complicated mechanisms to work. This is the frogman who ventures into the shadowy half-world under the sea with little more than knife and shears. Hand-picked, rigorously trained men, their main job would be to swim into the approaches of Russian-held beaches and cut paths through the mines. They would be taken there by a submarine, which, instead of surfacing to let them over the side as it had in the past, would remain submerged. The frogman squeezes up into a narrow cylinder or escape trunk. A hatch closes beneath his feet, and the water is let in around him. Then, through a door on the side of the escape trunk, he climbs out and swims off to go about his dangerous business unseen.



EMERGING FROM SUB like a being from another world, frogman pauses a moment to get bearings. Oxygen bottles on his back hold enough air for 1½ hours.

CLEARING A MINEFIELD, frogmen snip the mooring cable of a mine with a pair of giant shears, constantly working their flippers to keep in a steady position.





GOLDEN DAYS OF THE WEST

Newly published letter by Theodore Roosevelt tells of a rousing trip in 1903 to land of old Rough Rider pals and other "thoroughly good American citizens"

Oyster Bay, August 9, 1903

DEAR JOHN: Now I shall sit down and endeavor to keep my promise to write you something of what happened on the western trip. But I do not believe I can put it down as with [Secretary of the Navy] Moody's assistance I told it when we were dining at your house. It was Moody's intense interest in what he called my "neighborhood gossip" that first made me think that there really was an interesting side to this gossip—chiefly because of the side lights it cast on our ways and methods of life in the golden days when the men of the vanishing frontier still lived in the Viking age.

For four days after leaving Washington I was in the thick of civilization. I left on Wednesday. Thursday I spent in Chicago. I went to the University of Chicago and the Northwestern University; made such addresses as I would have made to college men anywhere and spoke that night in the Auditorium on the Monroe Doctrine. The next day I struck Wisconsin and, the day after, Minnesota. In both States I was greeted with bellowing enthusiasm. Wherever I stopped at a small city or country town I was greeted by the usual shy, self-conscious, awkward body of local committeemen, and spoke to the usual audience of thoroughly good American citizens—a term I can use in a private letter to you without being thought demagogical. That is, the audience consisted partly of the townspeople, but even more largely of rough-coated, hard-headed, gaunt, sinewy farmers and hired hands from all the neighborhood, who had driven in with their wives and daughters and often with their children, from 10 or 20 or even 30 miles round about. For all the superficial differences between us, down at bottom these men and I think a good deal alike, or at least have the same ideals, and I am always sure of reaching them in speeches which many of my Harvard friends would think not only homely but commonplace. There were two bodies which were always gathered to greet me—the veterans and the schoolchildren. The veterans felt that I had fought too, and they claimed a certain right of comradeship with me which really touched me deeply. Whatever their faults and shortcomings, and however much in practice they had failed to come up to their ideal, yet they had this ideal, and they had fought for it in their youth of long ago for the sake of being true to the purposes, half hidden often from themselves, which spurred them onward to victory. I have trouble enough, heaven knows, with the unreasonable demands which the veterans make on me all the time but after all it is because of what they did that I am President at all, or that we have a country at all; and whenever I see in an audience a grim-featured old fellow with a hickory shirt and no collar or cravat and only one gallus to keep up his trousers, but with a Grand Army button in his buttonhole, there is a man to whom, if I am only able to strike the right note, I can surely appeal in the name of something loftier and better than his mere material well-being or advantage. The population of each place invariably took the greatest pride in showing off the children. Children always interest me—I am very fond of my own!—and it touches me to see a hard-working father, evidently

One June evening in 1903 President Theodore Roosevelt so delighted all the dinner guests with a lusty account of his most recent trip across the country that the host, Secretary of State John Hay, insisted that Roosevelt put the experiences down on paper. Roosevelt did, two months later, in a long letter to Hay. Now it has finally been published in full, as part of a mammoth eight-volume project in which M.I.T. Professor Elting E. Morison is assembling Roosevelt's correspondence (Harvard University Press). The letter is run here, cut only for space requirements, with pictures of the trip from the Theodore Roosevelt collection at Harvard University.

in his holiday best, carrying one child, also in its holiday best, with three or four others tagging after him to "see the President," while for the woman, who in most cases cannot go out at all unless she takes her entire brood with her, I have the liveliest sympathy and respect. I hope you won't think it absurd, but it was a real satisfaction to me to feel that the hard-worked mother of a large family felt a glow of pride and comfort when she showed that family to the President and felt that he deemed her worthy of respect and thanks as having done her part well by the Republic. If only we can make the man or the woman who, in the home or out of the

home, does well his or her hard duty, feel that at least there is a recognition of respect because of that duty being well performed, we shall be by just so much ahead as a nation.

On Sunday I struck Sioux Falls and began to get into the real West, the Far West, the country where I had worked and played for many years, and with whose people I felt a bond of sympathy which could not be broken by very manifest shortcomings on either part. Senator Kittredge was on hand to receive me. Not being himself a churchgoing man, he had naturally fallen helpless when faced with the church problem, and I found he had committed me to a morning and an evening service. But I enjoyed both, contrary to my expectations. Between services I took an afternoon [horseback] ride of 20 miles. From this time on I was able to get good long rides each Sunday, and I am sure that they did much toward keeping me in good trim throughout the trip.

Next day I went north through South Dakota, stopping at place after place, sometimes speaking from the end of the train, sometimes going in solemn procession with the local notables to a stand specially erected for the occasion, the procession being headed by the town brass band, which usually played *Hail to the Chief* as a brilliant novelty when I stepped off the train. The following day I went west along the Northern Pacific through North Dakota. As soon as I got west of the Missouri I came into my own former stamping ground. At every station there was somebody who remembered my riding in there when the Little Missouri roundup went down to the Indian reservation and then worked north across the Cannon Ball and up Knife and Green Rivers; or who had been an interested and possibly malevolent spectator when I had ridden east with other representatives of the cow men to hold a solemn council with the leading grangers on the vexed subject of mavericks; or who had been hired as a train hand when I had been taking a load of cattle to Chicago, and who remembered well how he and I at the stoppages had run frantically down the line of the cars and with our poles jabbed the unfortunate cattle who had lain down, until they again stood up and thereby gave themselves a chance for their lives; and who remembered how when the train started we had to clamber hurriedly aboard and make our way back to the caboose along the tops of the cattle cars. At Mandan two of my old cow hands, Sylvane and Joe Ferris, joined me. At Dickinson all of the older people had known me and the whole town turned out with wild and not entirely



STILL A ROUGH RIDER, Roosevelt happily mounted a horse at Gardner, Mont. for ride into Yellowstone Park.



OLD COMRADES of Roosevelt's ranching days in Medora, N. Dak. jammed into the tiny, flag-decorated, lamplit town hall to swap reminiscences with him.

GOLDEN DAYS OF THE WEST CONTINUED

sober enthusiasm. [Roosevelt once owned a ranch at Medora, N. Dak. In 1884 after the death of his first wife, he lived there for two years.] It was difficult to make them much of a speech as there were dozens of men each earnestly desirous of recalling to my mind some special incident. One man, how he helped me bring in my cattle to ship, and how a blue roan steer broke away leading a bunch which it took him and me three hours to round up and bring back; another, how 17 years before I had come in a freight train from Medora to deliver the Fourth of July oration; another, a gray-eyed individual named Paddock, who during my early years at Medora had shot and killed an equally objectionable individual named Livingstone, reminded me how just 20 years before, when I was on my first buffalo hunt, he loaned me the hammer off his Sharp's rifle to replace the broken hammer of mine; another recalled the time when he and I worked on the roundup as partners, going with the Little Missouri outfit from the head of the Box Alder to the mouth of the Big Beaver, and then striking over to represent the Little Missouri brands on the Yellowstone roundup; yet another recalled the time when I as deputy sheriff of Billings County had brought in the three cattle thieves named Red Finnigan, Dutch Chris and the Half Breed to his keeping, he being then sheriff in Dickinson, etc., etc., etc. At Medora, which we reached after dark, the entire population of the Bad Lands down to the smallest baby had gathered to meet me. The older men and women I knew well; the younger ones had been wild, towheaded children when I lived and worked along the Little Missouri. I had spent nights in their ranches. I had killed buffalo and elk, deer and antelope with some of the men. With others I had worked on the trail, on the calf roundup, on the beef roundup. We had been together on occasions which we still remembered when some bold rider met his death in trying to stop a stampede, in riding a mean horse, or in the quicksands of some swollen river which he sought to swim. They all felt I was their man, their old friend; and even if they had been hostile to me in the old days when we were divided by the sinister bickering and jealousies and hatreds of all frontier communities, they now firmly believed they had always been my staunch friends and admirers. They had all gathered in the town hall, which was draped for a dance—young children, babies, everybody being present. I shook hands with them all and almost each one had some memory of special association with me which he or she wished to discuss. I only regretted that I could not spend

three hours with them. When I left them they were starting to finish the celebration by a dance.

I struck down by the Burlington across northwestern Wyoming, which I had known so well in the old days. Except for the railroad it seemed very little changed. The plains rivers, winding in thin streams through their broad, sandy beds fringed with cottonwoods, the barren hills, and great sagebrush plains all looked just as they did when I had crossed them looking for lost horses, or hunting game, or driving the branded herds to market or to new pastures. Each little town, however, was in gala attire, the ranchmen having driven or ridden clad in their rough coats, often of wolf skin; the chief citizens of the town always stiff and stern in their very best clothing; the little boys marshaled by their teachers without having any very clear idea why; and the little girls, each in her Sunday best, and most of them with some gift of wildflowers for me. At Edgemont, where a contingent of Black Hills miners joined us, we had the orthodox cowboy sports.

Hell-roaring Bill Jones

WHEN I reached the Yellowstone Park, Major Pitcher said to me, "By the way, Mr. President, an old friend of yours named Bill Jones has been very anxious to see you, but I am sorry to say he has got so drunk that we had to take him out into the sagebrush. I will try to have him meet you before we leave the Park." Sure enough when I was leaving the Park, Bill Jones turned up. He had been sheriff of Billings County when I was on the ranch and I had been deputy under him. Our positions relative to one another had crisscrossed in public and private life. As a private citizen I was the owner of the ranch and he was one of my hired hands, but in public position he was the sheriff and I his deputy. His real name was not Bill Jones, and there were in the county at that time two other Bill Joneses—the name in each case being assumed because the owner did not think it advisable to go under his rightful title. To distinguish the sheriff from the other two Bill Joneses, one of whom was known as Texas Bill and the other as Three-Seven Bill, he (the sheriff) was always called Hell-Roaring Bill Jones. He was a very good official when sober, and a trustworthy, hard-working man while in my employ; but on his occasional sprees he got very drunk indeed and then he swore a great deal and shot occasionally. The first time I ever saw Seth Bullock I had gone south with a wagon from Medora to the Belle Fourche. Bill Jones was driving the wagon. Sylvane Ferris and I were riding. We looked pretty rough when we struck the Belle Fourche—as Bill Jones expressed it, we looked exactly like an outfit of tinhorn gamblers; and when somebody asked Seth Bullock to meet us he at first expressed disinclination. Then he was told that I was the Civil Service Commissioner, upon which he remarked genially, "Well, anything civil goes with me," and strolled over to be introduced.

On this trip down, the casual conversation between Sylvane and Bill cast some side lights on Bill's past career. Happening to learn that he had been a constable in Bismarck but had resigned, I asked him why, whereupon he answered, "Well, I beat the mayor over the head with my gun one day. The mayor he didn't mind it, but the superintendent of police he said he guessed I'd better resign"—his evident feeling being that the superintendent of police had shown himself a mere martinet.

There was also a good deal of talk about a lunatic, and some cross-questioning brought out a story which cast light on the frontier theory of care for the insane. Sylvane began—"Well, the way of it was this. That lunatic he was on the train and he up and he shot the newsboy, and at first they wasn't going to do anything to him because they just thought he had it in for the newsboy. But someone said, 'Why, he's plumb crazy and is liable to shoot one of us'—and then they threw him off the train." It was at Medora where this incident occurred, and it appeared that on demand being made for some official to take charge of the murderer, Sheriff Jones came forward. Here he took up the tale himself: "The more fool I! Why, that lunatic didn't have his right senses. At first he wouldn't eat, till me and Snyder got him down in the shavings and made him eat!" (Snyder was a huge, happy-go-lucky cowpuncher, at that time Bill Jones's deputy.) Jones



"VALUED FRIEND" Seth Bullock met Roosevelt during ranching days, was later a forest ranger and a self-appointed bodyguard on part of trip.

CONTINUED ON PAGE 115

TOP FLIGHT SHOPPERS FLOP

"What would you figure this suit cost?" asked Mr. Gordon Vander Beek, Hotel Astor purchasing agent. 106 shoppers on Fifth Avenue inspected this Bond Stonehaven Worsted Suit. Average guess, \$67. Bond's actual price, only \$53.75.



Wise Buyers Way Off! Here is Mr. Gordon Vander Beek, purchasing agent of the Hotel Astor, New York, in his Bond Blue Worsted. 106 shoppers on Fifth Avenue—long accustomed to com-

paring values from store to store—estimated its price on the average to be \$67. (The maker's name was kept secret, of course.) The actual price of this Bond Stonehaven Worsted is only **\$53.75**



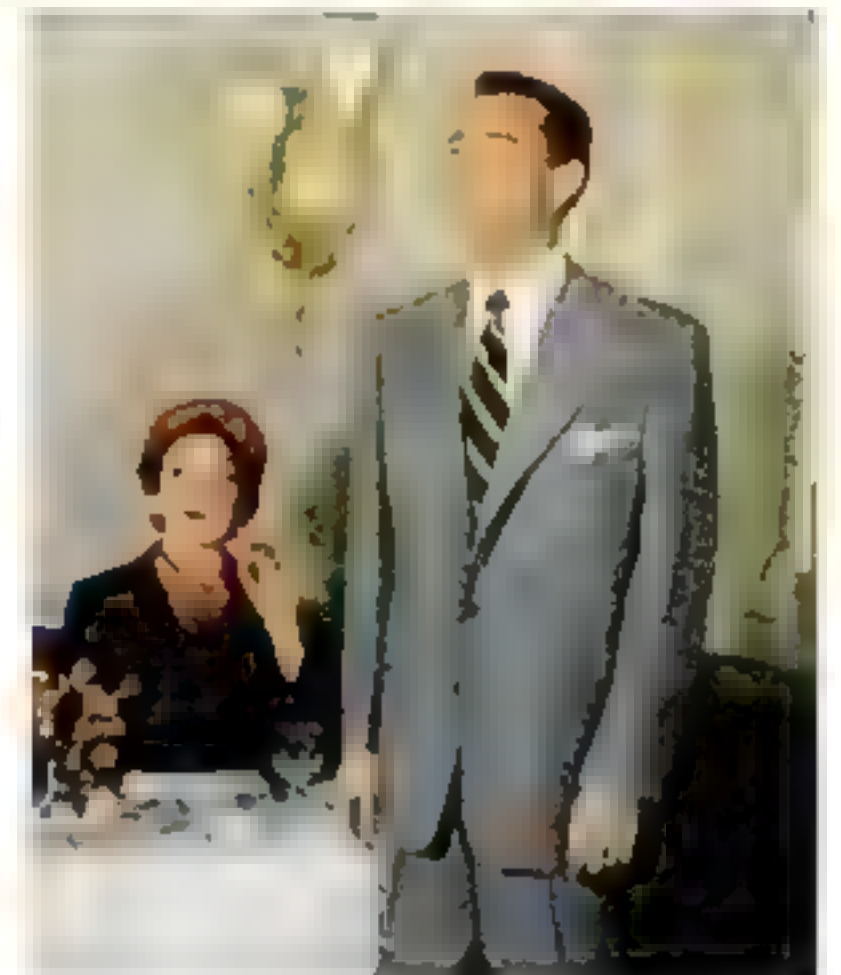
Cream of the Market. Bond shops...checks...chooses choicest wools from America's leading mills, treats them to Rochester tailoring. Pure Wool Melton Overcoat, **\$60.75**



Sunshine? Sleet? Zip-in, zip-out lining adapts this coat to any weather you'll run into. Pure wool lining packs as easily as a shirt. Pure Wool Covert Zip-lined Coat, only **\$58.75**



Always in Stock. With 240 sizes and shapes to choose from, Bond's can fit just about everybody, every time. Pure Wool Gabardine Water-Repellent Topcoat, **\$50.75**



Better Buys. Bond is both maker and retailer in one...you save all wasteful in-between costs...Bond's year-round gift to you! Bond's Spartan Pure Wool Suit costs you only **\$45.75**

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from coast to coast you get the most at

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For Bond Store or Agency nearest you, write
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More men wear Bond clothes than any other clothes in America!



For Christmas give an
...with the point you know



What better way to wish your friends a Merry Christmas than to give them an Esterbrook Fountain Pen—personalized with the right point for the way *they* write!

From the world's largest variety of point styles, choose points to match their kinds of writing, their particular writing jobs. All points instantly renewable in case of damage.

MATCH THE PEN WITH A PUSH-PENCIL and make your gift a complete pocket set. (Shown above.)

Pencil holds two feet of lead, writes for months without refilling. Choice of either standard or thin lead.

112 FOUNTAIN PEN DESK SET (at right). Taper-end Esterbrook Fountain Pen in heavy porcelain base. Permanent lustrous finish in black or colors. Your choice of the right point for the way you write.

444 DESK PEN SET (at right below). With full choice of famous Esterbrook Renew-Points. "Ink-Lock" base holds 40 times more ink than ordinary fountain pen desk sets. Fill it once, write for months.

Esterbrook FOUNTAIN PEN

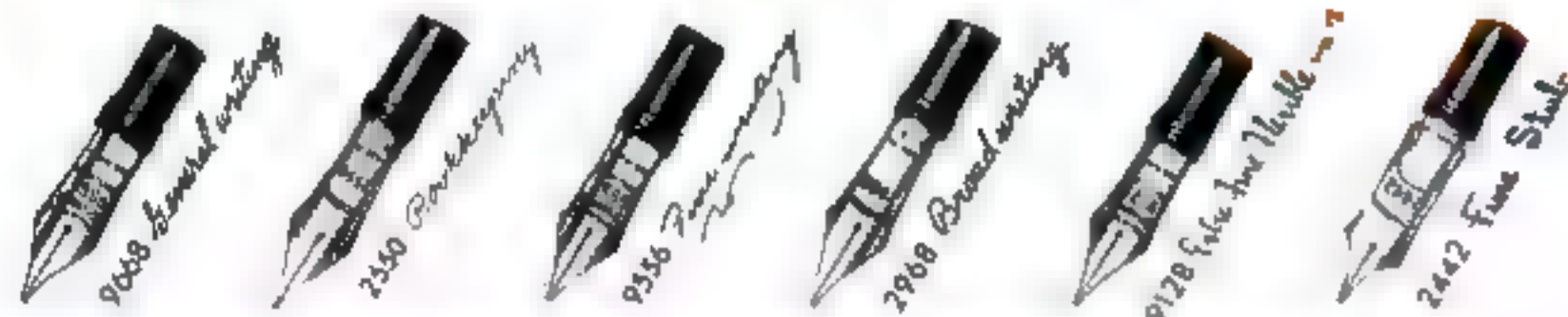
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Seek out CORBY'S PARROT
for the reflection of
good taste in whiskey



Why not let the pleasing taste and superb quality of Corby's reflect your hospitality this season? For Corby's is the whiskey choice of millions . . . for gifts, and for serving, too. Seek out Corby's Parrot and . . . say Corby's.



Say

CORBY'S

A grand old name since 1859



RESERVE BLENDED WHISKEY—86 PROOF—58.4% GRAIN NEUTRAL SPIRITS—JAS. BARCLAY & CO. LTD., PEORIA, ILL.



FATHER ROOSEVELT (he had six children of his own) reached for hand of shy young citizen in Grand Canyon.

GOLDEN DAYS OF THE WEST CONTINUED

continued: "You know Snyder, don't you? Well, he's plumb stuck on his running and he's soft-hearted, too. He'd think that lunatic looked peaked and he'd take him out on the prairie for an airing and the boys they'd josh him as to how much start he could give the lunatic and then catch him again." According to the size of the "josh," Snyder would give the lunatic a greater or less start and then run him down. I asked what would have happened if Snyder had failed to catch him. This was evidently a new idea to Bill, who responded, "Well, he always did catch him." "But supposing he hadn't caught him," I insisted. "Well," said Bill Jones thoughtfully, "if Snyder hadn't ketch'd the lunatic I'd have whaled hell out of Snyder." Under the circumstances Snyder naturally ran his best and always got his game.

The temple of justice in Medora was a low building with two rooms, in one of which Bill Jones slept and in the other the lunatic. Bill continued: "You know Bixby? Well, Bixby thinks he's funny (with deep disfavor). He used to come and wake that lunatic up when I had gone to bed and then I'd have to get up and soothe him. But I fixed Bixby—I rigged a rope to the door and the next time Bixby came there to wake the lunatic I let the lunatic out on him and he most bit his nose off. I learned Bixby!" With which specimen of rather full-bodied humor the story closed.

My next three days after leaving Wyoming were very hard and rather monotonous. I went through Nebraska, Iowa and northeastern Missouri. I spoke at dozens of prosperous towns, in each case to many thousands of most friendly and often enthusiastic citizens. I genuinely liked and respected them all. I admired the thrift and indeed the beauty both of the country and the towns—and I could not to save my neck differentiate one town from another or one crowd from another. Moreover, much though I liked them and glad though I was to see them, it was inevitable that I should begin repeating myself unless I wished to become merely fatuous; and I was glad on the evening of the 29th to get to St. Louis. The next day, April 30th, I solemnly opened the World's Fair. The city was filled with enormous crowds. Everybody was enthusiastic and friendly, and the arrangements at the

fair itself represented confusion worse confounded. The drive through the multitudes; the scrambling, pushing, shoving lunch in a densely packed tent; the shouting address in the great hall to 40 thousand people, at least 20 thousand of whom could not hear one word I said—all this was of a kind with which you are thoroughly familiar. The next two days in Kansas City, Mo., and then westward through Kansas, were but repetitions of those in Nebraska and Iowa.

Josiah the badger

SUNDAY, May 2nd, we spent in a little ranch town in the extreme western part of the Kansas plains. Like Medora it was a regular town of the cow country, but it rejoiced in a church, although not in a preacher. The lack was supplied by draining the country for a hundred miles east and producing a Presbyterian, a Methodist and a dear old German Lutheran. I think every ranch within a radius of 40 or 50 miles sent its occupants to church that day, and the church was jammed. My own pew was the only one that did not bulge with occupants. There were two very nice little girls standing in the aisle beside me. I invited them in and we all three sang out of the same hymnbook. They were in their Sunday best and their brown, sunburned little arms and faces had been scrubbed till they almost shone. I got a ride in the afternoon and on returning found that all the population that had not left was gathered solemnly around the train. Among the rest there was a little girl who asked me if I would like a baby badger which she said her brother Josiah had just caught. I said I would, and an hour or two later the badger turned up from the little girl's father's ranch some three miles out of town. The little girl had several other little girls with her, all in clean, starched Sunday clothes and ribbon-tied pigtails. One of them was the sheriff's daughter, and I saw her nudging the sheriff, trying to get him to make some request, which he refused. So I asked what it was and found that the seven little girls were exceedingly anxious to see the inside of my car, and accordingly I took them all in. The interior arrangements struck them as being literally palatial—magnificent. The whole population of the plains now looks upon the Pullman sleepers and dining cars just as Mark Twain describes the people along the banks of the Mississippi as formerly looking at the Mississippi steamers, and for the same reasons. I liked the little girls so much that I regretted having nothing to give them but flowers; and they reciprocated my liking with warm Western enthusiasm, for they hung about the car until it grew dark, either waving their hands to me or kissing their hands to me whenever I appeared at the window. The badger was christened Josiah and became from that time an inmate of the train until my return home, when he received a somewhat stormy welcome from the children, and is now one of the household. The numerous gifts I received on the trip, by the way, included not only the badger but two bears, a lizard, a horned toad and a horse.

Chuck-wagon breakfast

NEXT day we entered Colorado, and at the first stopping place the riders of a roundup had come in to greet me, bringing the chuck wagon. They had kindled a fire and cooked breakfast in expectation of my arrival. It seemed absurd to get off and eat at the tail end of a chuck wagon in a top hat and a frock coat, but they were so heartbroken by my refusal that I finally did. The rest of the day was of the ordinary type. Denver, Colorado Springs and Pueblo showed the usual features—enormous crowds, processions, masses of schoolchildren, local Grand Army posts; universal kindness and

CONTINUED ON NEXT PAGE

There's More to
CLOROX
than gentler
bleaching!



1 AN extra-gentle BLEACH

There's no other product that equals Clorox! It conserves costly linens for its extra gentle, actually different from other bleaches... free from caustic and other harsh substances... made by a patented formula exclusive with Clorox!



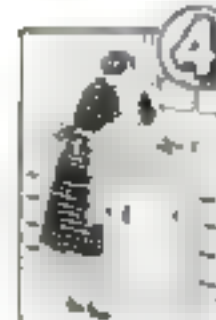
2 A dependable STAIN REMOVER

The answer to many a stain problem is on the Clorox label. Check it. See how easily Clorox removes numerous stains from cottons, linens... from kitchen and bathroom surfaces, too!



3 AN effective DEODORIZER

In laundering and in routine cleaning the deodorizing action of Clorox is always on the job! There's no stale, musty smell to Clorox-clean linens, kitchen or bathroom surfaces.



4 In addition CLOROX is one of the world's great DISINFECTANTS

Germs dangerous to health can thrive on soiled linens, drainboards, sinks, wash basins, showers, tubs and toilet bowls. Clorox is the most efficient germ-killer of its kind... a type of disinfectant recommended by hundreds of Public Health Departments. Use Clorox regularly in laundering and in routine cleaning. See directions on the Clorox label.

You get all 4 in 1 with

CLOROX

AMERICA'S FAVORITE

CLOROX BLEACHES
REMOVES STAINS
DEODORIZES
and Disinfects

CLOROX-CLEAN means
ADDED HEALTH PROTECTION!

*It's written
in the Stars!*



FIVE STAR
Haig & Haig

BLENDED SCOTS WHISKY • 86.8 PROOF • RENFIELD IMPORTERS, LTD., N. Y.



ORATOR ROOSEVELT spoke atop table in Hannibal, Mo. While privileged citizens sat, others climbed poles.

GOLDEN DAYS OF THE WEST CONTINUED

friendliness; little girls dressed up as Goddesses of Liberty; misguided enthusiasts who nearly drove the horses mad by dumping huge baskets of flowers over them and us as we drove by favorable windows; other misguided enthusiasts who endeavored to head stampedes to shake my hand and felt deeply injured when repulsed by the secret service men and local policemen, etc., etc. But in the evening when I reached Trinidad I struck into the wild country once more. Do you remember that letter from Captain Llewellyn, which ran as follows?

My dear Colonel:

I have the honor to report that comrade Ritchie late of Troop G is in jail at Trinidad, Colo. on a charge of murder. It seems that our comrade was out at a small town some twelve miles from Trinidad, Aguilar, when he became involved in a controversy and said controversy terminated in his killing his man. I have just received a long letter from our comrade giving his version of the little affair, and it appears from said version that the fellow he killed called him very bad names, even going as far as to cast reflections on the legitimacy of our comrade's birth. He killed the fellow instantly, shooting him in the heart.

Ritchie was one of the boys in Troop G and was a splendid soldier and I am going to see that he has a first-class defense.

This is about all the news regarding the comrades in this neck of the woods. Was out at the Penitentiary yesterday, and had a very pleasant visit with comrade Frank Brito whom you will remember was sent to the Penitentiary from Silver City for killing his sister-in-law and he is very anxious to get out. You will doubtless recall the fact that he was shooting at his wife at the time he killed his sister-in-law. Since he has been in the Penitentiary his wife has ran off with Comrade Coyne of Troop H, going to Mexico. This incident has tended to turn popular sentiment strongly in Brito's favor.

Well, two days later at Trinidad Ritchie joined me. He explained to me how he had happened to kill his man. It appears that Ritchie, who is a justice of the peace, had, as he expressed it, "sat into a poker game" with several friends and a stranger. The stranger had bad luck and grew very abusive. Ritchie appears to tend bar as well as to be a justice of the peace, and when the stranger became too abusive he got up and walked behind the bar to get his gun. His friends appreciated the situation and either got outside the room or lay down. But the stranger leaped after him, endeavoring to wrench his pistol from his hip pocket, with much foul language, and Ritchie shot him. "Had he drawn his gun, Ritchie?" said I. "He didn't have time, Colonel," answered Ritchie simply. Ritchie was acquitted.

Next day we spent in New Mexico, stopping at Santa Fe and Albuquerque. Santa Fe interested me particularly. One of the men of my regiment, of pure Mexican origin, Sergeant Amigo, had been blessed by the arrival of a baby shortly before I came to Santa Fe,

CONTINUED ON PAGE 138

**"This
30-second
cloudburst
lasted
all day!"**

ELIZABETH SCOTT, co-starring in
"RED MOUNTAIN"
A Hal Wallis Production for Paramount
Color by Technicolor

"YOU KNOW HOW ICY RAIN CHAPS YOUR SKIN. I STOOD UNDER WIND AND RAIN MACHINES A WHOLE DAY, RETAKING THIS RAIN SCENE FOR 'RED MOUNTAIN'..."



LATER, I had to fire blanks 'til my hands were fiery red...



AND CLAWING this sandy floor was rough on my hands again...



BUT I USED Jergens Lotion to soothe my hands and face...



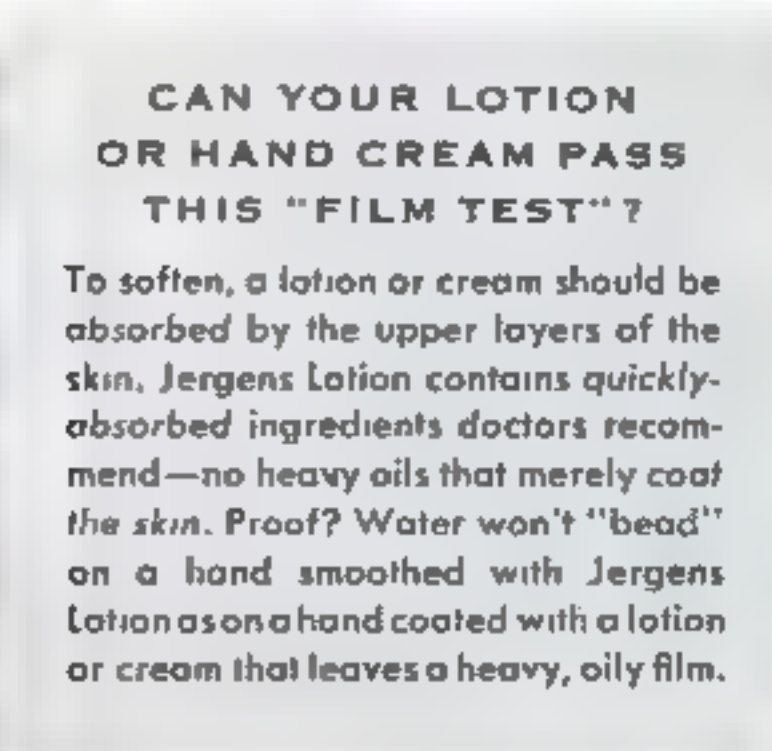
SO THEY stayed beautifully soft and smooth for romantic close-ups.



AT HOME, too, Jergens Lotion is my head-to-toe beauty secret."



BEING LIQUID, Jergens Lotion is quickly absorbed by thirsty skin...



YOU CAN PROVE it yourself with the simple test described above...



SEE WHY Hollywood stars choose Jergens Lotion 7-to-1 over other hand cares.

DENTURE WEARERS!

2 IN 1 BARGAIN OFFER!



ORA Denture Cleanser

DENTURE BATH—

This sturdy 2-piece plastic bath holds any size denture. A 50¢ value.

NOTE: This Offer Limited.
Get Yours Today, At Your Druggist

Famous ORA eliminates the need for harmful brushing. Quick! Just place denture in ORA solution for 15 minutes, or overnight—it comes out sparkling clean! Dentists, dental laboratories and denture wearers say "ORA is best!"

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Only Have
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Nylon hair ac-
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Toni dolls in
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Toni play-wave kit
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**AT BETTER
DOLL DEPTS.**

GOLDEN DAYS OF THE WEST CONTINUED

and nothing would do but that I must stand sponsor for it. He was a Catholic, but the Bishop made no objections and, accordingly, lighted taper in hand, I stood solemnly behind the father and mother while the baby was christened in the old adobe mission cathedral.

That evening the train went through the waterless desert country of New Mexico, a desolate land but always attractive with its strange coloring and outline. Next day we spent at the Canyon of the Colorado, to me the most impressive piece of scenery I have ever looked at. I don't exactly know what words to use in describing it. It is beautiful and terrible and unearthly. It made me feel as if I were gazing at a sunset of strange and awful splendor. When I was not looking at the canyon I was riding some 40 miles with assorted members of my regiment, from the governor of Arizona down—including Ben Daniels, he whose ear was bitten off when he was marshal of Dodge City, and whose appointment as marshal of Arizona, a proper recognition for his excellent fighting record in my regiment, had been revoked because it turned out he had been three years in the penitentiary for robbery under arms.

The Pacific Coast trip I shall not try to describe. After we got out of the Mojave Desert, with its burning plains and waterless mountains, its cactus and fantastic yucca trees, we crossed the Cascades and came at once into that wonderful paradise of southern California—a veritable hotbed of fruits and flowers. It is an interesting country and I think will produce a new type.

In San Francisco I was received with bellowing hospitality and passed three wild days. There was not much to distinguish it from a visit to any other of our big cities except the way in which here, and from this time on, I was given gifts—a gold goblet by the Board of Trade of San Francisco; a gold ash receiver from the Arctic Brotherhood at Seattle (a collection of exceedingly well-dressed men and women who had come down from the Klondike), a gold vase, silver and copper vases and drinking cups, etc., etc.

After visiting the Yosemite I went northward to Oregon and Washington. Puget Sound impressed me greatly. I suppose our children will see some city thereon, probably Seattle, containing a million inhabitants.

From Washington I turned eastward and when I struck northern Montana again came to my old stamping grounds and among my old friends. I met all kinds of queer characters with whom I had hunted and worked and slept and sometimes fought. From Helena I went southward to Butte, reaching that city in the afternoon of May 27th. By this time Seth Bullock had joined us. The wicked, wealthy, hospitable, full-blooded little city of Butte welcomed me with wild enthusiasm of the most disorderly kind.

Full of enthusiasm and whisky

THE mayor, Pat Mullins, was a huge, good-humored creature, wearing for the first time in his life a top hat and a frock coat, the better to do honor to the President. The ordinary procession in barouches was rather more exhilarating than usual. The crowd was filled with whooping enthusiasm and every kind of whisky, and in their desire to be sociable broke the lines and jammed right up to the carriage. Of course the city is a hotbed of violent anarchy. Seth Bullock accordingly had gone down three days in advance and had organized for my personal protection a bodyguard composed of old friends of his on whom he could rely, for the most part tough citizens and all of them very quick with a gun. By occupation they were, as he casually mentioned, for the major part gamblers and "sure thing" men. But they had no sympathy whatever with anarchy in any form. They thoroughly believed in men of wealth, for they wished to prey on them. These men kept a close watch over all who approached me, and I was far less nervous about being shot myself than about their shooting some exuberant enthusiast with peaceful intentions. However, nobody made a motion to attack me. At one point the carriage was brought to a stop while a dozen large burly men fought their way through the crowd till they got to it. I stood up while a bull-throated man with a red face and a foghorn voice bellowed an address of welcome on behalf of the citizens of Anaconda, and presented me from them a really handsome copper and silver vase. When we reached one hotel I made an address to the entire population of Butte, which was gathered in the cross streets below; and then the mayor presented me with a large silver loving cup in behalf of the Butte people.

My address was felt to be honor enough for one hotel, and the dinner was given in the other. When the dinner was announced the mayor led me in—or to speak more accurately, tucked me under one arm and lifted me partially off the ground, so that I felt as if I looked like one of those limp dolls with dangling legs carried around by small children. As soon as we got in the banquet hall and sat at

CONTINUED ON PAGE 101

Christmas-shopping for someone close to you? Let him know you care . . . with a personal gift of Signature by Max Factor Hollywood.

He doesn't have to be a movie hero to appreciate it, but he's likely to act like one on Christmas morning!

Tingling masculine fragrance and skin-smoothing conditioner in **AFTER SHAVE LOTION** will give him cheek-to-cheek appeal. \$1.30*

Give him **TWOSOME** and you'll love to run your fingers through his hair! The foamy Shower Shampoo is deep-cleaning, quick-rinsing . . . handy squeeze dispenser hangs on faucet. Exclusive formula Cream Hair Dressing smooths hair, leaves no "goo". \$2.60*

THREESOME has After Shave Lotion plus matching Deodorant Cologne to keep him fresh all day, and amazing new Lazy Shave, compressed talc that hides beard shadow. \$4.20*

For home, or on the go, give him **TRAVEL TRIO**, a neat plastic kit with Deodorant Cologne, Cream Hair Dressing and After Shave Lotion in leak-proof plastic squeeze bottles. \$3.50*

Make him roomy with the new vinylite zipper **TRAVEL KIT** (not shown) contains Shower Shampoo, Cream Hair Dressing, After Shave Lotion and Deodorant Cologne in squeeze bottles, plus Lazy Shave. \$12.50*

*Plus Tax



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... all through the year

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grooming
essentials
for men

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NEW HOLIDAY

8 minutes to make! **8 minutes to bake!**



In those 8 states where the use of yellow margarine is still prohibited, get fresh, rich Nucoa a happy Measure-Pak.



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Fresh as a daisy
Sweet as a song
Springtime-Flavor
All year long!



So delicious . . . so economical because they're made with new NUCOA!

Just think! With only a quarter pound of Nucoa and a few simple ingredients you can make a whole batch of cookies for holiday nibbling . . . all in a matter of minutes! If you have more time, double the recipe and have fun making the Cookie Wonderland shown here. What an enchanting table decoration it is!

The easy recipe (above) is one to keep! These are the quickest, easiest cookies ever and the kind you loved when you were a child, sweet and crispy. They are so delicious, so wholesome, so economical because they're made with New Springtime-Flavor Nucoa. Get a pound of Nucoa today. You just can't buy a finer spread.

New Springtime-Flavor NUCOA

COOKIES

Try **NUCOA'S** new easy recipe..
it's simple as 1, 2, 3

MIX-AND-ROLL COOKIES

*Weather-Flavor Triumph Made with
New Springtime-Flavor NUCOA*

$\frac{1}{4}$ lb. ($\frac{1}{2}$ c.) NUCOA margarine
 $\frac{1}{2}$ c. sifted flour
1 tsp. baking powder
1 tsp. vanilla extract
 $\frac{1}{2}$ tsp. salt
 $\frac{2}{3}$ c. sugar
1 egg yolk

Let NUCOA soften at room temperature. Place all ingredients in a bowl. Mix with pastry blender or fork until thoroughly blended. Mixture will be crumbly. Shape dough into 2 balls with the hands. Roll out on floured board or floured waxed paper. Cut out in desired shapes. Bake on a greased cookie sheet in a moderate oven (350° F.) 8-10 minutes. Yield about 48 small cookies.



1 Put all ingredients in one bowl, mix with pastry blender or fork until thoroughly mixed but still crumbly.



2 Mold with your hands into two balls of equal size. Roll out on floured board or floured waxed paper.



3 Cut in fancy shapes. Bake on greased cookie sheet in moderate oven (350° F.) for 8-10 minutes.

Delight your children...impress your friends with the **COOKIE WONDERLAND**



FREE! Easy step-by-step instructions for making this Cookie Wonderland are available at your grocer's. Or write to The Best Foods, Inc., P. O. Box 1192, New York 8, N. Y.

Now America's Most Delicious Spread

Samsonite...for happy holidays...

*all through
the year*



To make "her" the proudest lady in the travel parade give her Samsonite luggage in smart **NATURAL RAWHIDE** FINISH

For the man in your life choose smart Samsonite **Man-Tailored** luggage in rich, new **COLORADO BROWN**



Ladies' O'Nite (Regular) \$19.50

Vanity O'Nite \$17.50

Ladies' Wardrobe \$25.00



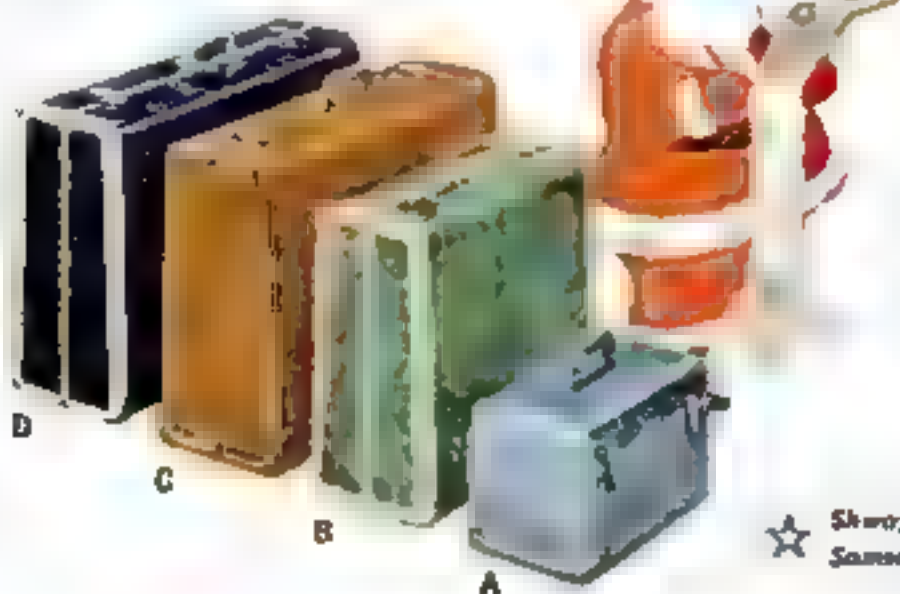
Quick Tripper \$19.50

Hand Wardrobe \$35.00

Two-Siter \$25.00

- A. TRAIN CASE shown in Sapphire Blue . \$17.50
- B. O'NITE (Convertible) shown in Bermuda Green . 22.50
- C. JOURNEYER shown in Saddle Tan . . . 27.50
- D. PULLMAN CASE shown in Admiral Blue . 27.50*

*All prices subject to existing taxes.



Give Samsonite—and you give *more* than "just a gift." You give the promise of happy holidays...for years and years to come!

Samsonite's sturdy construction, better-than-leather coverings and smart, durable fittings are built to take travel beatings with a smile. And Samsonite's streamlined styling is terrific under any Christmas tree...a mark of truly discriminating taste.

And Samsonite is thrifty to give! Two pieces cost less than you'd expect to pay for *one* of such quality. Ten travel-right sizes, six travel-smart colors, make it easy to pick the perfect case for everyone on your list!

Samsonite Luggage

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TENTING IN YELLOWSTONE, President interrupted trip for two-week vacation with Naturalist John Burroughs (white beard). Teddy rounded up elk for Burroughs to study, was disappointed to find Burroughs preferred birds.

GOLDEN DAYS OF THE WEST CONTINUED

the head of the table the mayor hammered lustily with the handle of his knife and announced, "Waiter, bring on the feed!" Then in a spirit of pure kindness he added, "Waiter, pull up the curtains and let the people see the President eat!"—but to this I objected. The dinner was soon in full swing and it was interesting in many regards. In Butte every prominent man is a millionaire, a professional gambler or a labor leader; and generally he has been all three. As they drank great goblets of wine the sweat glistened on their hard, strong, crafty faces. The millionaires had been laboring men once; the labor leaders intended to be millionaires in their turn or else to pull down all who were. They had made money in mines; they had spent it on the races, in other mines, or in gambling and every form of vicious luxury. But they were strong men for all that. They had built up their part of the West.

At 10 o'clock when the train pulled out I stood on the rear platform while numerous friends howled and fired their guns in the air. From the shouting and the popping of guns Butte evidently intended to continue the celebration through the night.

Next day we went through Idaho, and at Boise City, as at Walla Walla and Spokane and so many other of these Far Western towns, I was struck by the growing beauty of the town, by the trees, the well-built public library, the good taste and refinement evident in the dress, the bearing and the homes of so many of the men and women.

When we got into Wyoming we now and then came across individuals whom [Seth Bullock] had arrested but who had now reformed, or men for or against whom he had fought. Among them were occasional people I had had some connection with. I had arrested a rather well-meaning but worthless young fellow named Calamity Joe who had become involved in horse stealing. I took him down to Mandan, and the night before the trial he and I and the judge all slept in one room with two beds; and as the judge felt it undignified to sleep with a horse thief he slept with me instead. It proved afterwards that Calamity was a nephew of Senator Dietrich.

Seth was telling of an Indian fight in which one of his companions was named—Bill Hamilton. I asked if this was the father of the Bill Hamilton who, under the name of Three-Seven Bill Jones, had been foreman of a cow outfit in the Little Missouri country. It proved that the latter was his son. I knew the son well. I had been over at Mingersville, and in the wretched little hotel had been put in a room with two beds and three other men, one of them Bill Jones. He and I had slept in the same bed. In the middle of the night there was a crash, the door was burst in, a lantern was flashed in my face, and as I waked up I found a gun had been thrust in my face too. But I was dropped at once, a man saying, "He ain't the man. Here—here he is. Now, Bill, come along quietly." Bill responded, "All right, don't sweat yourselves. I'm coming quietly"; and they walked out of the room. We lit a light. I tried to find out from my companions the reason of what had happened, but they possessed the alkali etiquette in such matters, the chief features of which are silence, wooden impassiveness, and uncommunicativeness. So we blew out the light and went to sleep again.

In this same hotel, by the way, I had more than one odd experience. It was the place where I was shot at by the fellow who had been on a spree and had shot up the face of the clock. By watching

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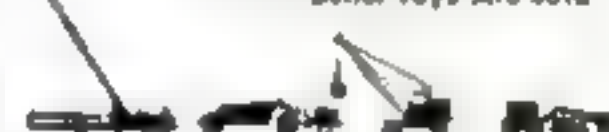
This year, make your boy's BIG gift a MODEL Toy

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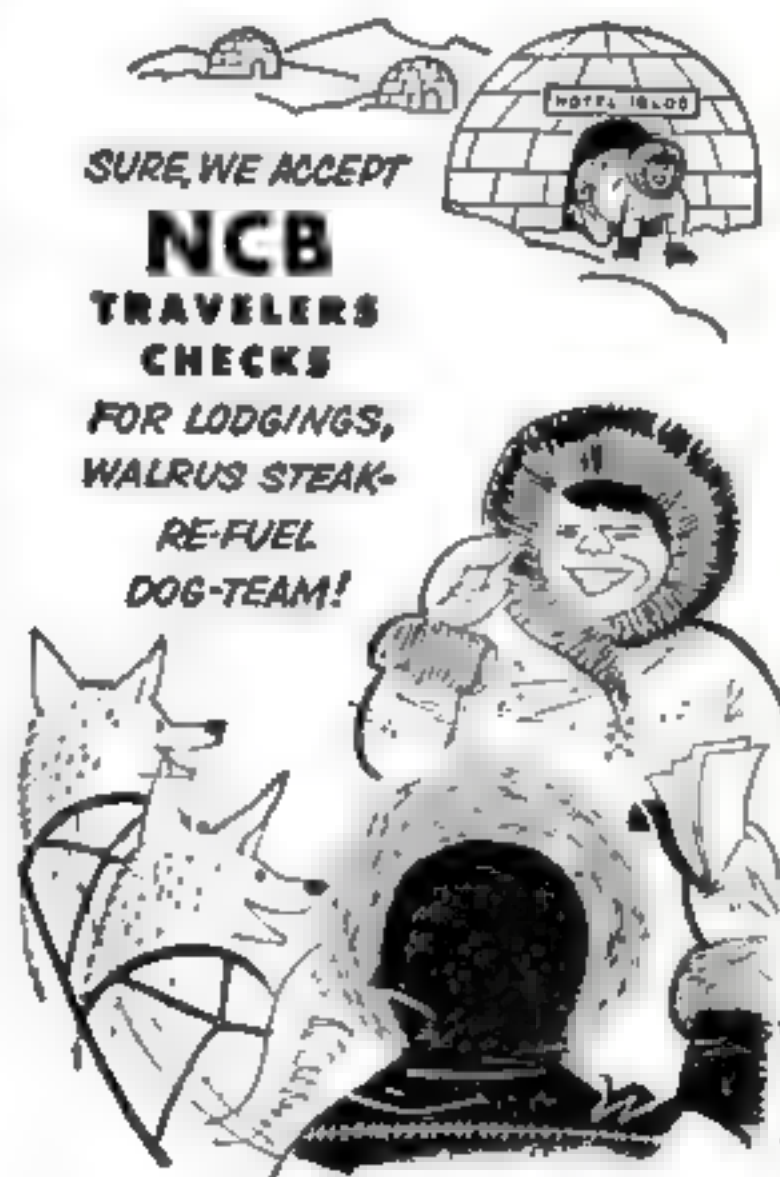
SHOWN IN THE PHOTO. The Model Heiliner-Scraper, a triple duty earth mover. It scoops up earth, hauls it away, dumps it. Mechanical controls for all operations. Welded steel construction with famous make rubber tires and baked enamel finish. Length—29"; weight—14 lbs.; 15.95. (11 Western States—16.75)



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De Luxe:
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uncommonly good—a Hiram Walker whiskey.*

Hiram Walker & Sons Inc., Peoria, Ill. 86 Proof.



Walker's De Luxe Tom and Jerry recipe:

For a single serving, beat white and yolk of one egg, separately. Blend, add one teaspoonful powdered sugar, beat again. Pour in 1 jigger Walker's De Luxe. While stirring, top with hot milk or boiling water. Sprinkle with nutmeg. Multiply ingredients by number of servings you want.



Send 10¢ for NEW 18-page booklet with 100 tips on "Good Taste Today," Box A-22, Oneida, N. Y.

What's right for bacon?

Unless it's very crisp, use your fork . . . but if it splinters, you may pick it up in your fingers. Just as important as table manners is the good taste of your table appointments. A set of matched silverware probably does the most—for least money! Services of beautiful 1881 (R) Rogers (R) begin at 29 75—wonderful value!



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Low-cost fine quality, Precision-crafted LIBERTY Watches are Thinner, Smaller, Strong, Handsome! Outstanding Values! Upsurging Timekeepers! Ladies & Men's Models. Unbreakable Crystal Luminous Dial Sweep second Hand Leather Strap. Additional styles from \$6.50 to \$12.50. At friendly stores most everywhere.

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REDUCING PLAN
ON EVERY PACKAGE

GOLDEN DAYS OF THE WEST CONTINUED

my chance I was able to knock him down, his head hitting the corner of the bar as he went down, so that he was knocked senseless. Upon another occasion I had a small room with one bed to myself upstairs, and had sat up to read, for I usually carried a book in my saddle pocket. Everyone had gone to sleep, when a cowboy arrived very drunk, yelling and shooting as he galloped through the darkness. When the host finally opened the door in response to repeated thumps the sounds below told that he at first had cause to regret having done so. Evidently the puncher seized him, half in play and half in enmity, jammed his gun against him, and then started to waltz around the room with him. The agonized appeals of the host came upward. "Jim, don't! Don't, Jim! It'll go off! Jim, it'll go off!" Jim's response was not reassuring. "Yes, damn you, it'll go off. I'll learn you! Who in hell cares if it does go off? Oh, I'll learn you!" Finally the host reduced his guest to a condition of comparative quiet, which was announced by loud demands for a bed, which was promised immediately. Then I heard steps in the hall, a knock at the door, and when I opened it there stood the host announcing that he was sorry but that he had to put a man in with me for the night. I explained that he was not as sorry as I was—and that the man could not come in. He reiterated his regret and said that the man was drunk and on the shoot and had to come in. This description did not add to the attractiveness of the proposal and I explained that I should lock my door again, put out my light, and shoot any man who tried to break in. Where the puncher slept that night I do not know, but I was left free.

From Laramie to Cheyenne we took a 65-mile ride. We had five relays of horses and most of the time we went like the wind. When we got within three miles of Cheyenne I stopped to review the troops of the post, and in Cheyenne I got off my horse to ascend a stand and make a three-quarters-of-an-hour speech under the auspices of the veterans, as it was Decoration Day. I had very good horses and thoroughly enjoyed the ride.

The following Monday we saw some first-class steer roping and riding of mean horses out at the Cheyenne fair grounds. After that the way home through Nebraska, Iowa, Illinois and Indiana, though important and irksome, offered nothing of special interest in the telling. We visited Lincoln's tomb at Springfield, dedicated a monument to Lincoln at Freeport, and a hall to the old soldiers somewhere else; and on Friday, the 6th, I reached Washington on the minute, having made the two-months-and-over trip without a hitch—which I think speaks well for the railroads. Faithfully yours,

T. R. ROOSEVELT

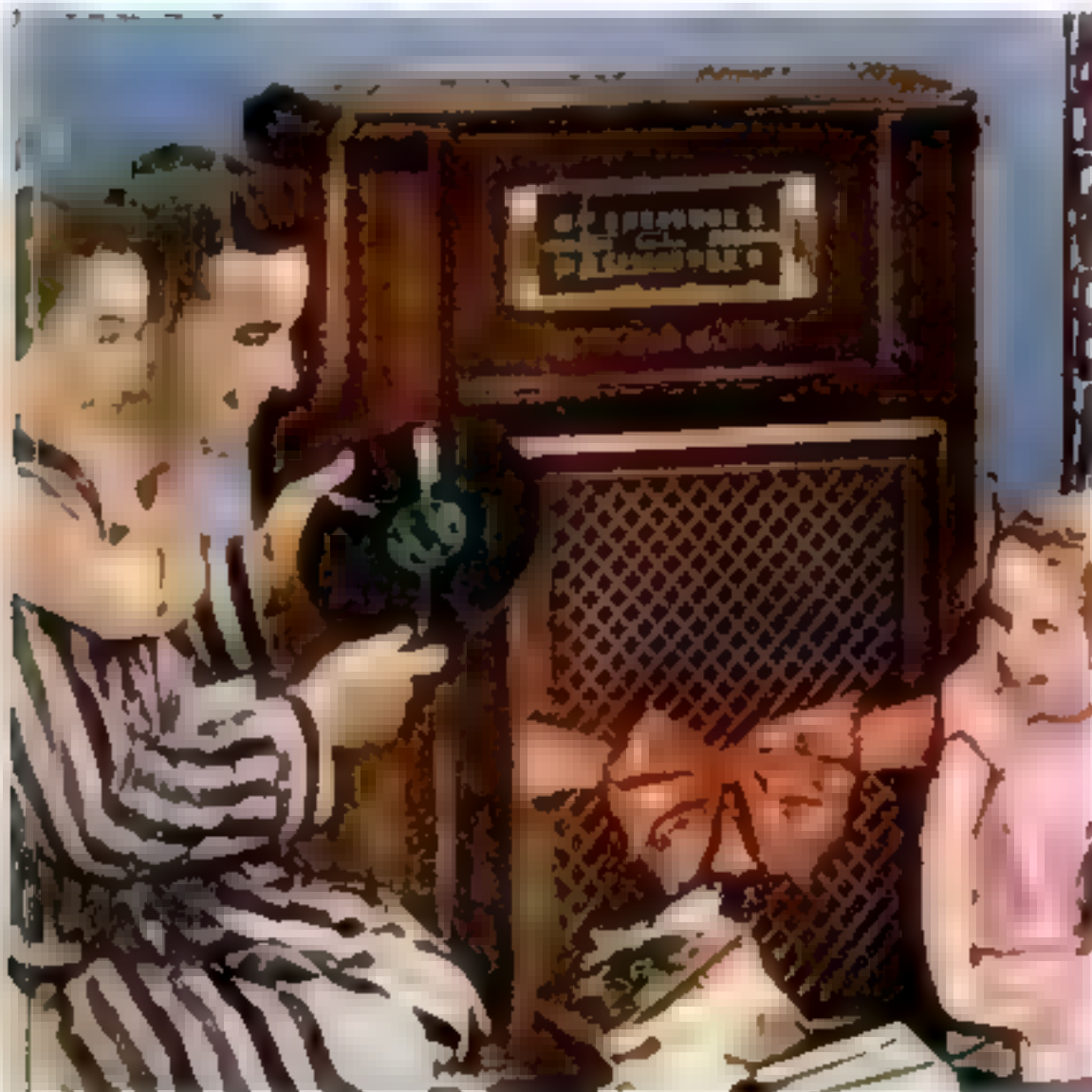


SALUTING ENGINEER, who peeped around the back of cab, Roosevelt thanked him for the ride. He also climbed up into cab to inspect the engine.

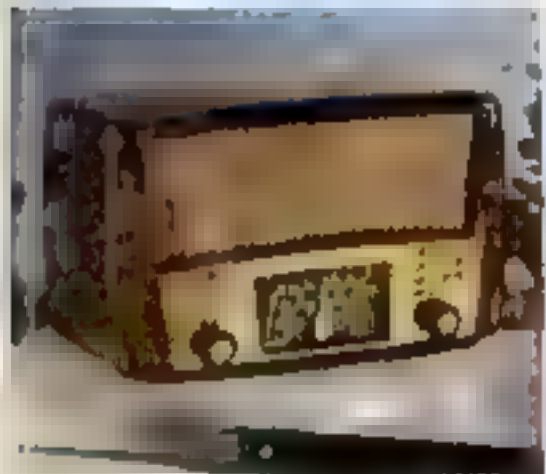
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TRUETONE RADIO

... chosen by 3,000,000 families
over all other brands combined



"LIKE GETTING A PHONOGRAPH FREE" ... that's what many Christmas shoppers say when they find that this new Truetone Console—with automatic 3-speed record player—costs no more than many radios alone! Gives you rich, vibrant AM-FM radio, large 8-inch concert-type speaker; 7 tubes plus rectifier—all in a luxurious veneer cabinet. The gift the whole family will enjoy for years, yet only **\$139.95**



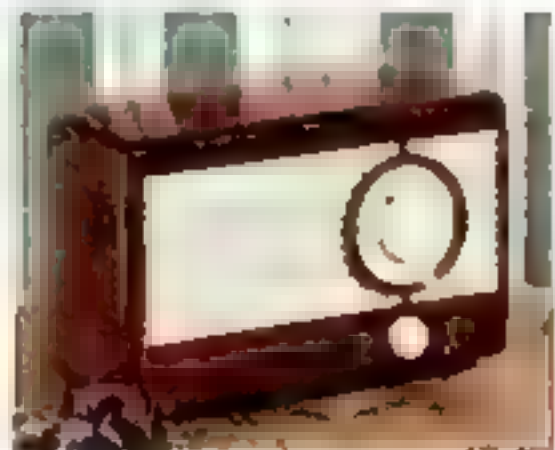
ENJOY RICH CONSOLE RECEPTION at table radio price with this gleaming Truetone of handsome mahogany plastic. Both AM-FM; 8-tube performance; 2 built-in antennas. Only... **\$58.50**



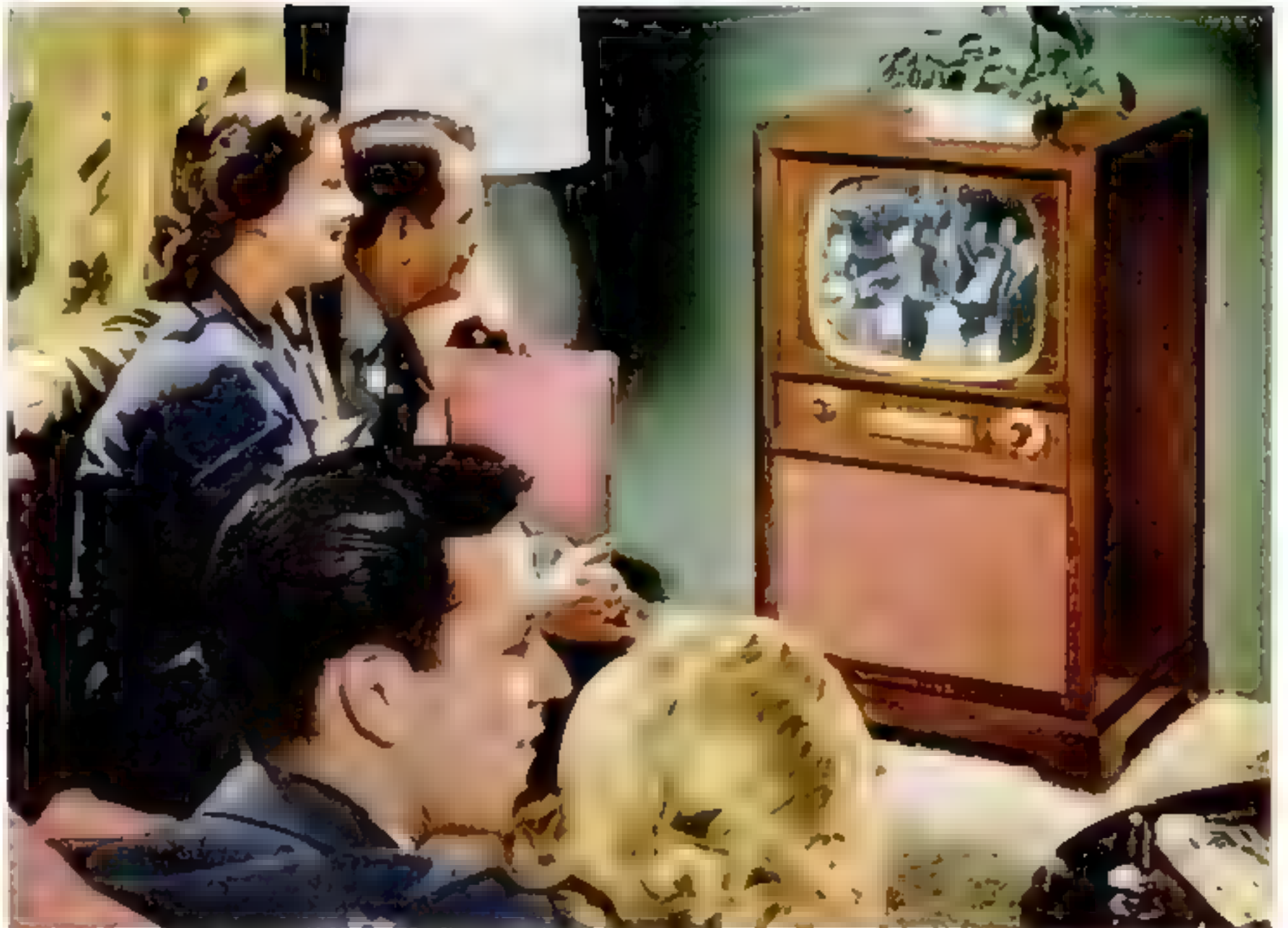
EVERYBODY WANTS THIS Truetone alarm clock radio that wakes you to music—starts your morning coffee. Strong 5-tube performance. Compare with others \$5 to \$12 more... **\$33.95**



NOW! SAVE AN EXTRA \$4 on this popular Truetone—specially priced for Christmas! Gives you big set, 5-tube performance; dynamic speaker; built-in aerial. Regular \$22.95, Christmas sale price, only **\$18.88**



PERFECT FOR CHRISTMAS is this smartly-styled Truetone—small, compact—yet with powerful 4-tube performance. Built-in aerial; dynamic speaker; AC-DC. And look at this low price, only... **\$15.50**



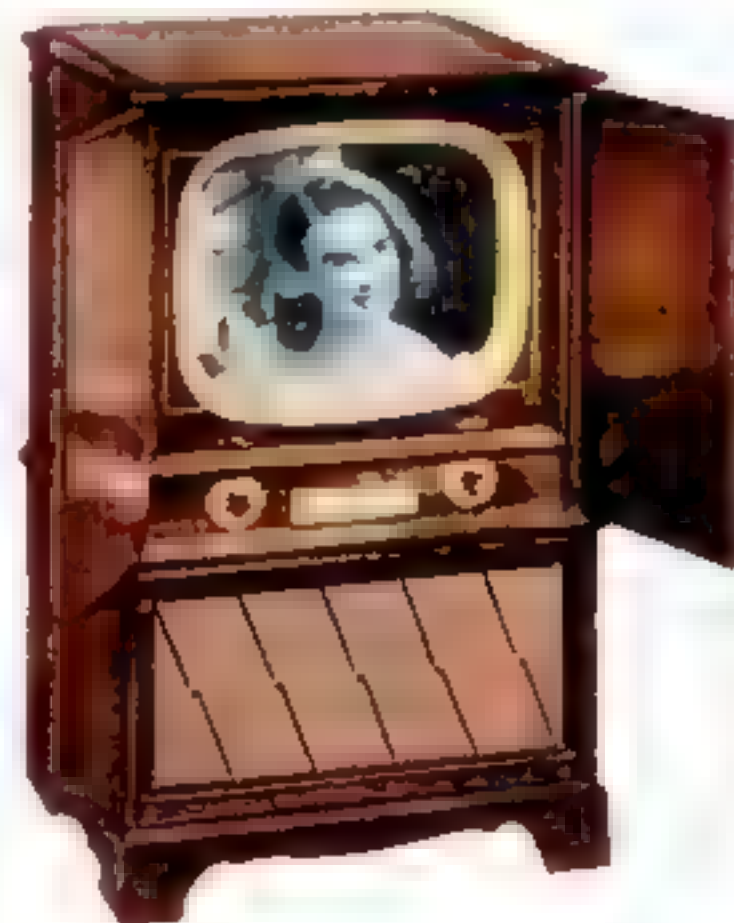
GET SET FOR NEW HOLIDAY THRILLS with this beautiful 17" Truetone Console—and enjoy expensive entertainment free the year 'round! It's especially engineered for distant TV reception. Enjoy superb tone from big 8" speaker. You'll see clear, sharp,

"locked-in" pictures. Beautiful hand-rubbed mahogany cabinet; simplified tuning controls. Rectangular "black" tube. Easy terms. Compare these Truetone features and this low price, **\$289.95** only

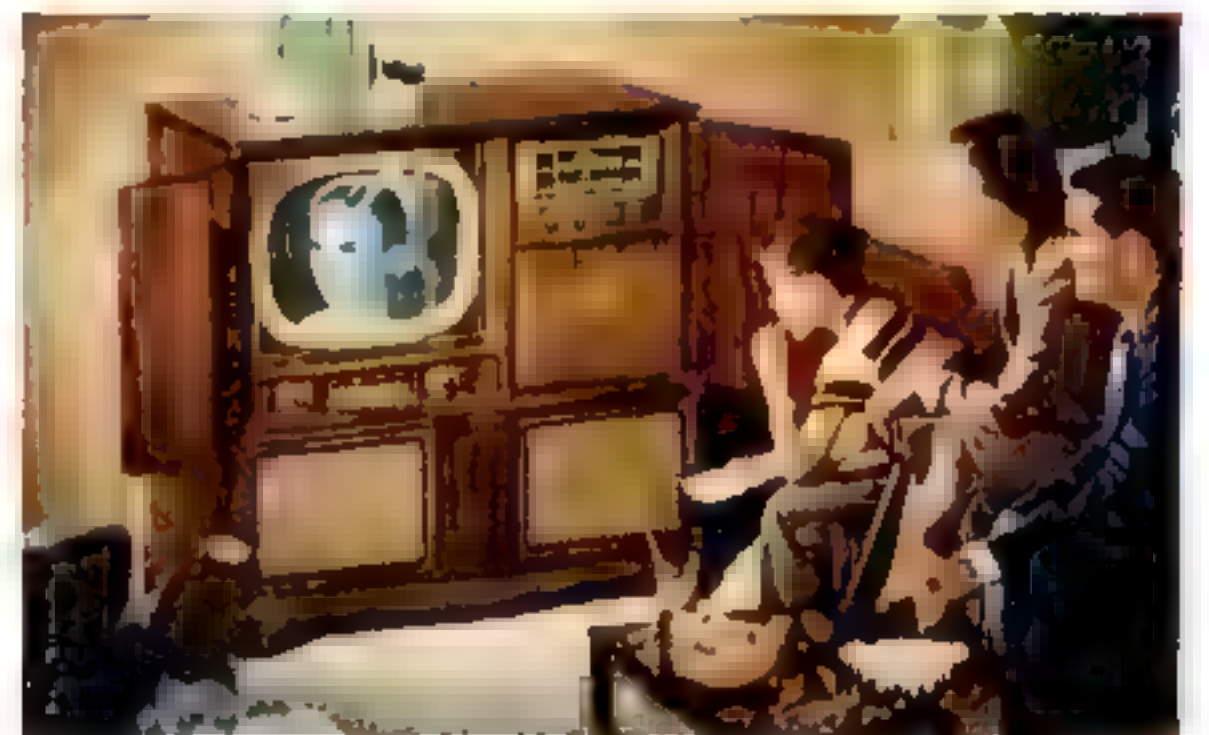
Make this a Television Christmas with

TRUETONE Movie Screen TV

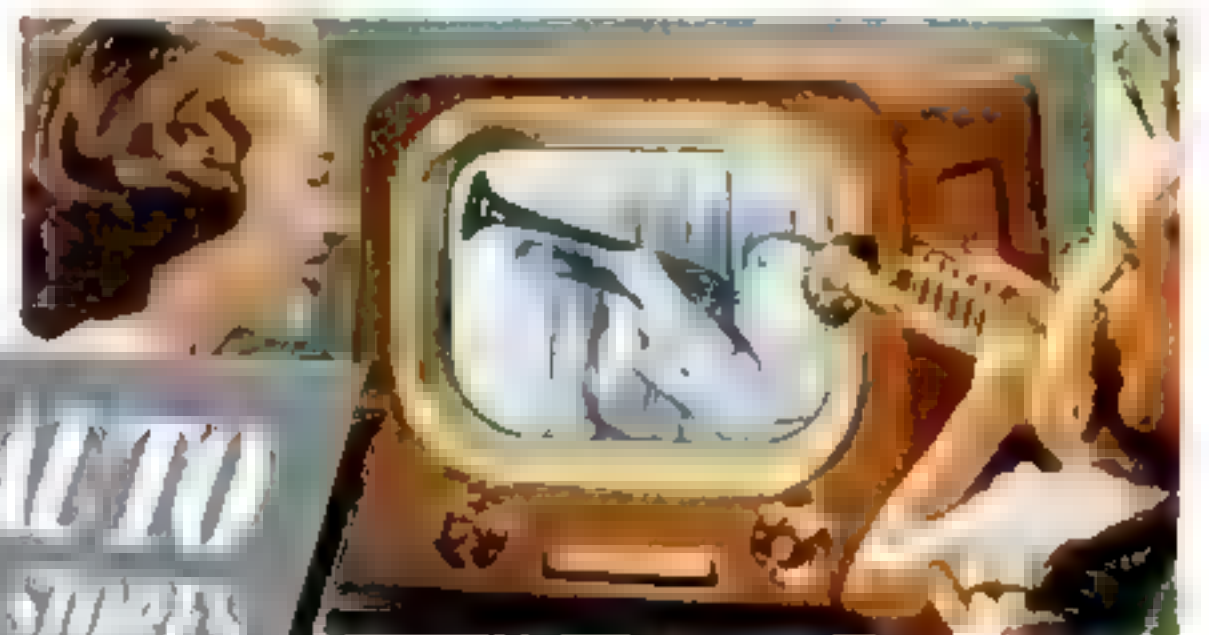
... new low prices—guaranteed clearest picture
in your neighborhood or your money back!



ENJOY "LIFE-SIZE" TELEVISION at surprisingly low cost with this powerful 20" Truetone Console. Ultra-sensitive reception; rich tone; simple controls. Stylish cabinet. Christmas-priced at only **\$399.95**



FINEST TRUETONE EVER BUILT is this magnificent Television-Radio-Phonograph combination. Its flawless performance equals that of more costly, custom-built combinations. Has 20" TV screen; both AM and FM radio; 3-speed changer. See it—hear it—this week **\$549.95**



LOOK! A FULL 22-TUBE SET at a new low price! This money-saving Truetone has 17" rectangular "black" tube. Hand-rubbed mahogany veneer cabinet. Built-in tuneable antenna; record player plug-in, only... **\$249.95**



NOTE: Western Auto Associate dealers own their own stores and set their own prices. Terms and conditions quoted are recommended and subject to variance. Prices are subject to change without notice. If you do not know the location of your nearest Western Auto Store, write WESTERN AUTO SUPPLY CO., 2187 Grand, Kansas City, Mo. (L21) © 1953

Around the House in Winter Cotton

Short housecoats come back after summer success

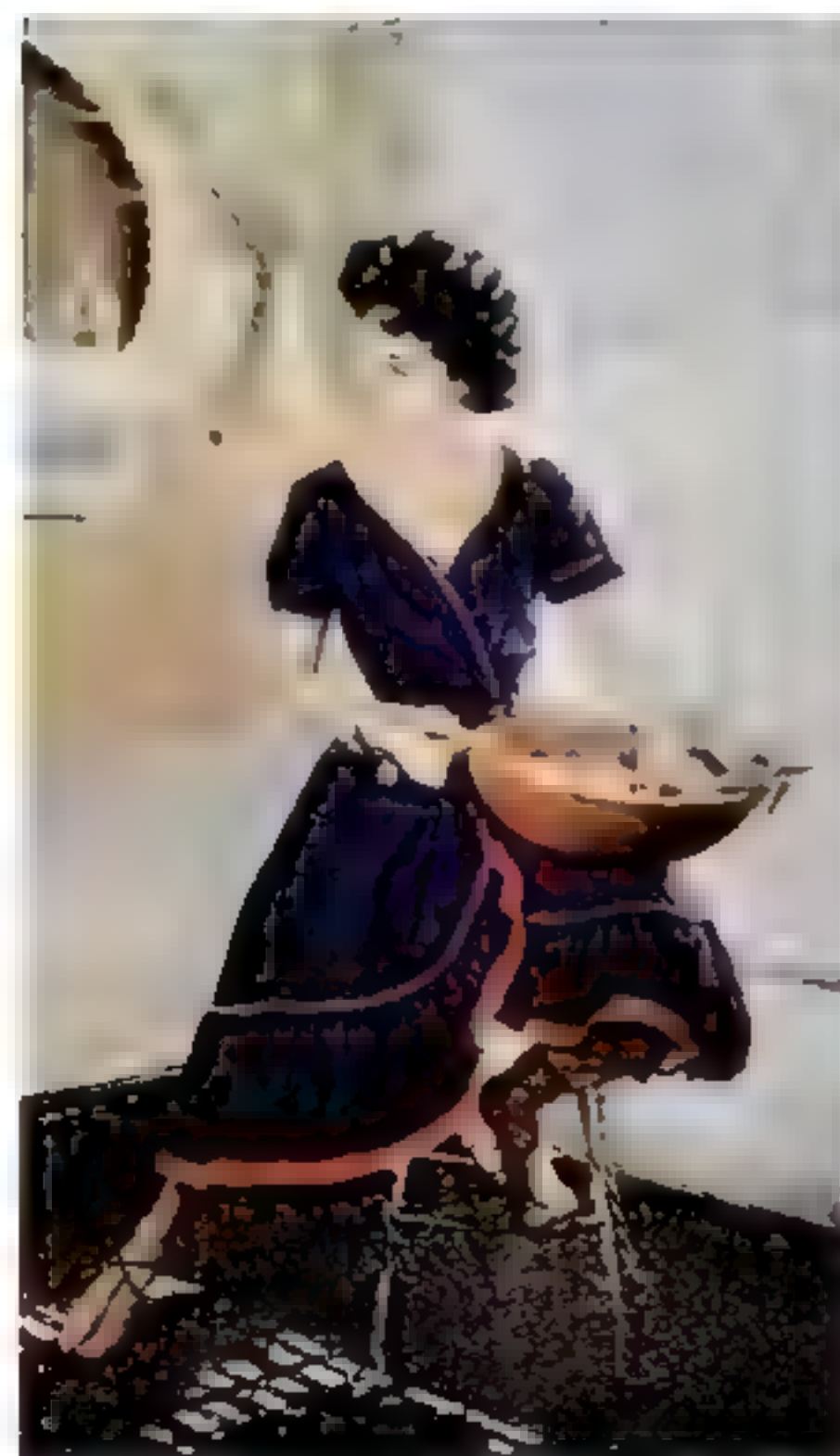
Last summer the long cotton housecoat kicked up its hem and blossomed in short form as an all-purpose coverall that could be worn belted to market or even cocktail parties (LIFE, June 11). Driven back indoors by cold weather, it now turns up for winter in brilliantly dyed cottons. Some of the examples shown here are quilted; all can be worn over sweaters or jerseys to ward off chills. Washable and easy to put on in a hurry, they provide a dressy quick-change for frazzled housewives. For evening entertainment their uncluttered lines can take as much decoration as a Christmas tree.



TEA COZY inspired this quilted cotton housecoat which slides on over the wearer's head (Lounges, \$12.95), also comes in gold and green. It is shown here with a black cotton jersey to fill out its bare neckline.



GEOMETRIC CORDUROY makes a pyramid coat (Lounges, \$12.95). It comes in red, blue, gold, green and black. Here it is cinched in with a felt belt (Criterion, about \$5) and belled out with petticoats.



RUFFLED WRAPAROUND which needs little pressing (Nelly Don, \$12.95) comes in bright Mexican colors. As shown here wearer would be chilly, but housecoat can be worn over long-sleeved sweater.

"HOMECOMER" is successor to summer's most popular housecoat, "Shopper," which sold 160,000 copies. It is quilted, has a fitted top, comes with jersey (John Weitz, \$10.95) or can be worn bare-armed.



Smart Santa's give

Evening in Paris

by BOURJOIS

Eau de Cologne in
glistening snow ball. \$1.00

(all prices plus tax)

Magnificent! Perfume,
Eau de Cologne, Face Powder,
Lipstick, Purse Flacon of Perfume,
Talcum \$7.50

Perfume, Eau de
Cologne, Talcum,
Rouge, Lipstick \$5.00

Delightful gift
of Dusting Powder
and Eau de
Cologne. \$2.75

Purse Flacon
of Perfume,
Eau de Cologne,
Talcum. \$2.50

Perfume ribbon-tied
to colorful bell \$1.25

Purse Flacon of Perfume in
Christmas tree lantern. \$1.10

Perfume in star-studded
tree ornament. \$3.50

Eau de Cologne, Purse
Flacon of Perfume. \$2.00

Glamorous! Perfume,
Eau de Cologne, Toilet Water,
Face Powder, Rouge,
Lipstick. \$10.00

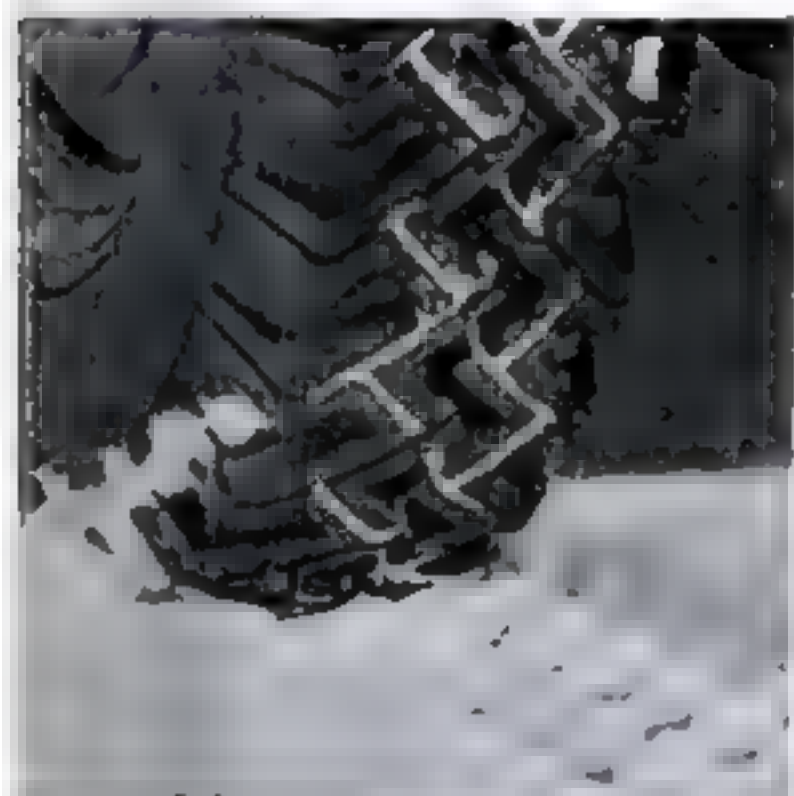
Purse Flacon of Perfume,
Eau de Cologne, Face
Powder, Talcum. \$4.00

Purse Flacon of Perfume,
Eau de Cologne,
Face Powder. \$3.00

Created in France ...
Made in the U. S. A.

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B.F. Goodrich MUD-SNOW TIRE



OUTSTOPS, OUTPULLS OTHER LEADING MAKES

Tests by Pittsburgh Testing Laboratory prove the new B. F. Goodrich Mud-Snow Tire gives you this margin of safety over other leading makes:

Stops 12% to 41% quicker on snow!

Stops 12% to 64% quicker on ice!

Has up to 24% more pulling power in snow!

Get BFG Mud-Snows today. Look for the address of your BFG retailer in the yellow pages of the phone book. The B. F. Goodrich Co., Akron, Ohio.



Torture My Stomach with Baking Soda?

NEVER
AGAIN!



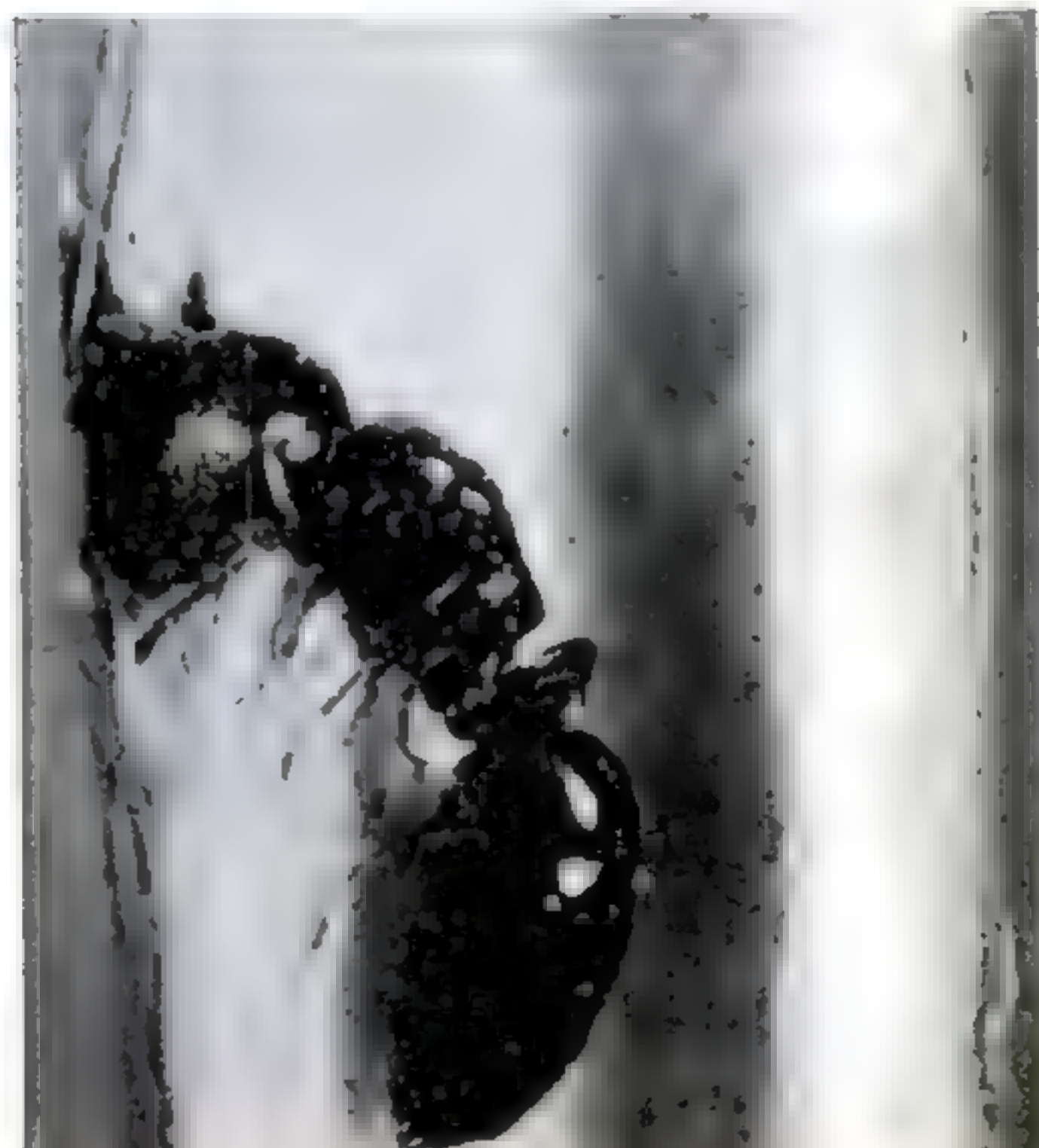
Tums contain no soda. Cannot over-alkalize or cause acid rebound. Tums don't irritate delicate stomach or intestinal lining. At the first sign of acid indigestion — gas, heartburn — take one or two Tums like candy mints. Almost instantly Tums neutralize excess acid... soothe and settle upset stomach.



✓ TRY ONE OR TWO TUMS AFTER BREAKFAST
SEE IF YOU DON'T FEEL BETTER

BORN TO BE A DOORMAN

In a world devoted to specialists few creatures are as specialized as the Colobopsis ant, a relative of the common carpenter ant which lives in the southern U.S. Most members of a Colobopsis colony are perfectly ordinary, but a few members develop strange cylindrical heads shaped like a stopper (above). These guardians stand watch at the nest, their heads plugging the entrance as shown in the cross section of a tree shoot below. When an ant wants to leave the nest, the guard backs out of the way. When the ant returns, it knocks on the "door" with its antennae, and the living entrance obediently steps aside.



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exclusively on

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in full hour dramatic performances
of great plays in live production
direct from New York to you...
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BAREFOOTED DANCERS DO A JITTERBUG

Life Goes Polynesian in Pasadena

A FORMER FORESTRY CLUB TURNS NATIVE

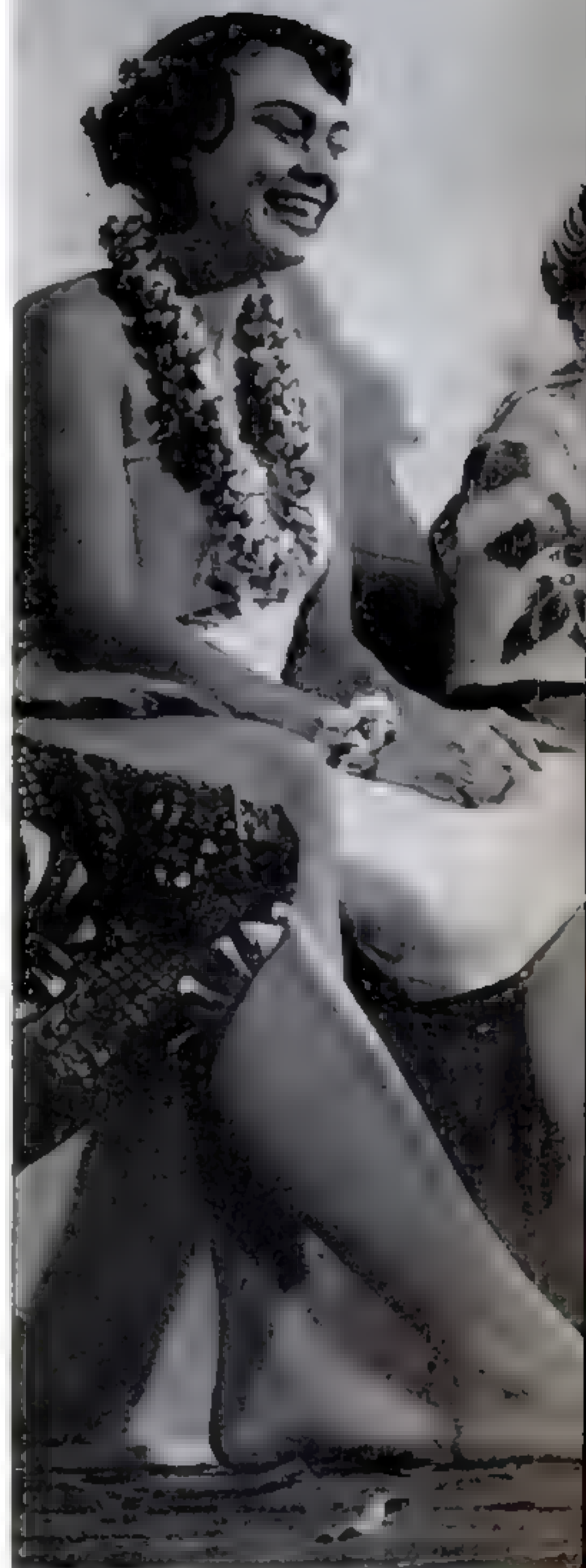
There was a time when the Sequoia Club of Pasadena City College in California was a forestry club. But, the legend goes, when the members "learned to extract alcohol from trees, they went social." Now each year the club has a Polynesian "go-native" party to which students from other colleges in the area are invited. This year there were about 300 guests, and the only thing without a South Seas flavor was the band, which played hot jazz. Guests brought along

exotic drinks like the Laguna Looper, made of vodka and pineapple juice, and the house served bottles of pop which could be drunk plain or mixed with rum, or used for squirting at other guests. Appropriate games were played (*right*) and everybody had such a good time that nobody paid any attention when one of the hosts got up to announce the guest of honor, a promoter of the party. It didn't matter, however, for by that time the guest of honor had disappeared.



JUMPY JIVE inspires dancers to swing out. Couples did so much hopping that when students cleaned

up next day they found that several girls had lost identification bracelets and one male a dental plate.



PLAYING PIRATE, blindfolded Pat Mann gets a shock as she jumps from a plank on the floor into



a pan of ice-cold water—and right out again. She is wearing a lei made of real carnations and a “grass

skirt” made from the nylon and shrouds of a parachute. The students also played “palm frond polo,”

a game in which a grapefruit is used as a ball, palm fronds as mallets and the dance floor as the polo field.



Dreaming of
CHOCOLATE?



wake up—these are
GOOD!



they're
wafers delicious
made by
ROCKWOOD

Enjoy these solid wafers of rich smooth chocolate in four delightful flavors: mint—green pack, rum—red pack, nonpareil—blue pack, milk chocolate—brown pack. Try some today!

For chocolate that's good,
say **ROCKWOOD**



"PASS THE BOX" was game in which couples at the party competed. Here Bill Hausman, a sophomore at Pasadena City College, places match-box cover on end of his nose (top), then, balancing it (center), he passes it successfully on to the nose of Marilyn Snyder (bottom), also a sophomore at the college.



Lessen cold discomforts.
Make your misery brief.
Take sparkling Alka-Seltzer.
First aid for **FAST RELIEF**.

For First Aid for
COLD
MISERY

Your **BEST BET**
is a glass of
Sparkling, Refreshing

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Dependable Relief for
ACHES • PAIN
FEVERISH MISERY
EFFECTIVE GARGLE
Not a Laxative

Also Relief for
HEADACHE
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AT ALL DRUG STORES in U.S. and CANADA

THE NAME
FOR GAME



Marlin

Fine Guns Since 1870

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Give the **MOST**
POWERFUL
FLASHLIGHT
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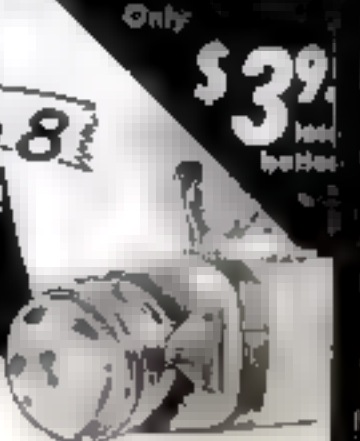


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FULLY CONVERTIBLE.
For use with 2 standard
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6-volt lantern battery.

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CHICAGO 14, ILL.



What men say they want most at Christmas...



by
RAY HICKOK

To help us in our planning we have asked thousands of men what they want most in the gifts they get at Christmas. So interesting is the consensus of their answers that we condense them here... in the selfish hope that they'll help you and, in so doing, help Hickok.

Keep it practical!

Keep it sensible, sane; something I need, can use, will wear.

Make it personal!

Make it *me*; something that says I'm more than just an impersonal object of obligation.

Make it masculine!

I don't mind sharing sexless gifts for "the house", or "the car", but flatter my ego with at least one present that's mine, all mine.

Let it be lasting!

Give me something that's here today *and* tomorrow, too; something that, like love or friendship, is for the years.

Show good taste!

Make it smart enough to be worn with pride; conservative enough to avoid me embarrassment.

Don't compromise quality!

Select something I can respect as good, well made, the honest product of a house with a reputation.

Pay the price!

Spend enough to show me that you care, but never enough to label you extravagant.

Wrap it yourself!

No matter how beautifully it's boxed, show me you think enough of the gift and the guy by wrapping your personality into the package.

Don't buy bulk!

Don't try to impress me with the sheer size of your gift. Remember that the human heart is small too, yet frequently it is as big as all outdoors.



Awarded America's highest style tribute...
the 1951 Fashion Academy Gold Medal

Copyright 1951, Hickok Mfg. Co., Rochester, N.Y.

To keep the Memory of Your Giving ever Green



TWO GIFTS IN ONE

- Twin Initial Tie Bar, Initial Cuff Links. Set, \$5.00*
- Black Pimseal Belt, \$5.00. Sterling Silver Initial Buckle, \$5.00*. Set, \$10.00*
- The Madison, Sterling Silver Tie Bar and Cuff Links. Set, \$10.00*
- Mahogany molded Bridle Belt of genuine cowhide, \$2.00.
Two-tone Ribbon Initial Buckle, \$1.50*. Set, \$3.50*
- Initial Wallet, Imported Gaitskin. Passcase, Secret Pocket, \$5.00*
- Imported Pigskin Belt, perspiration-proof Neolon lining, \$2.50.
Two-tone Ribbon Initial Buckle, \$2.50*. Set, \$5.00*

*Prices plus Fed. Tax.

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Quality • Style Leadership

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Only the

Sunbeam

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toasts with **RADIANT CONTROL**

Automatic Beyond Belief!

All you do is drop in the bread

Bread lowers itself automatically, no levers to push

Toast raises itself silently, without popping or banging

*Give Sunbeam
and you give
the finest*



THIS is the entirely *new* toaster that has completely changed people's conception of what an automatic toaster should do! Only after you've seen it make toast can you appreciate the sheer magic of its care-free operation.

No levers to push—no popping or banging. Just drop in the bread and let the Sunbeam take over. This turns on the current and the bread silently lowers. When perfectly toasted, the current turns off and the toast comes up silently. It's *that* sensational.

The new Sunbeam even regulates the toasting *automatically*, depending on the *kind* of bread. If the slices are moist, it toasts them a little longer than if they are dry. If they are thin, it toasts them quicker than thicker slices. Moist or dry, thick or thin—you always get the same uniform golden color you want—*automatically*. There is no other automatic toaster like the Sunbeam because only the Sunbeam toasts with patented **RADIANT CONTROL**. Ask your Sunbeam dealer to demonstrate it for you.



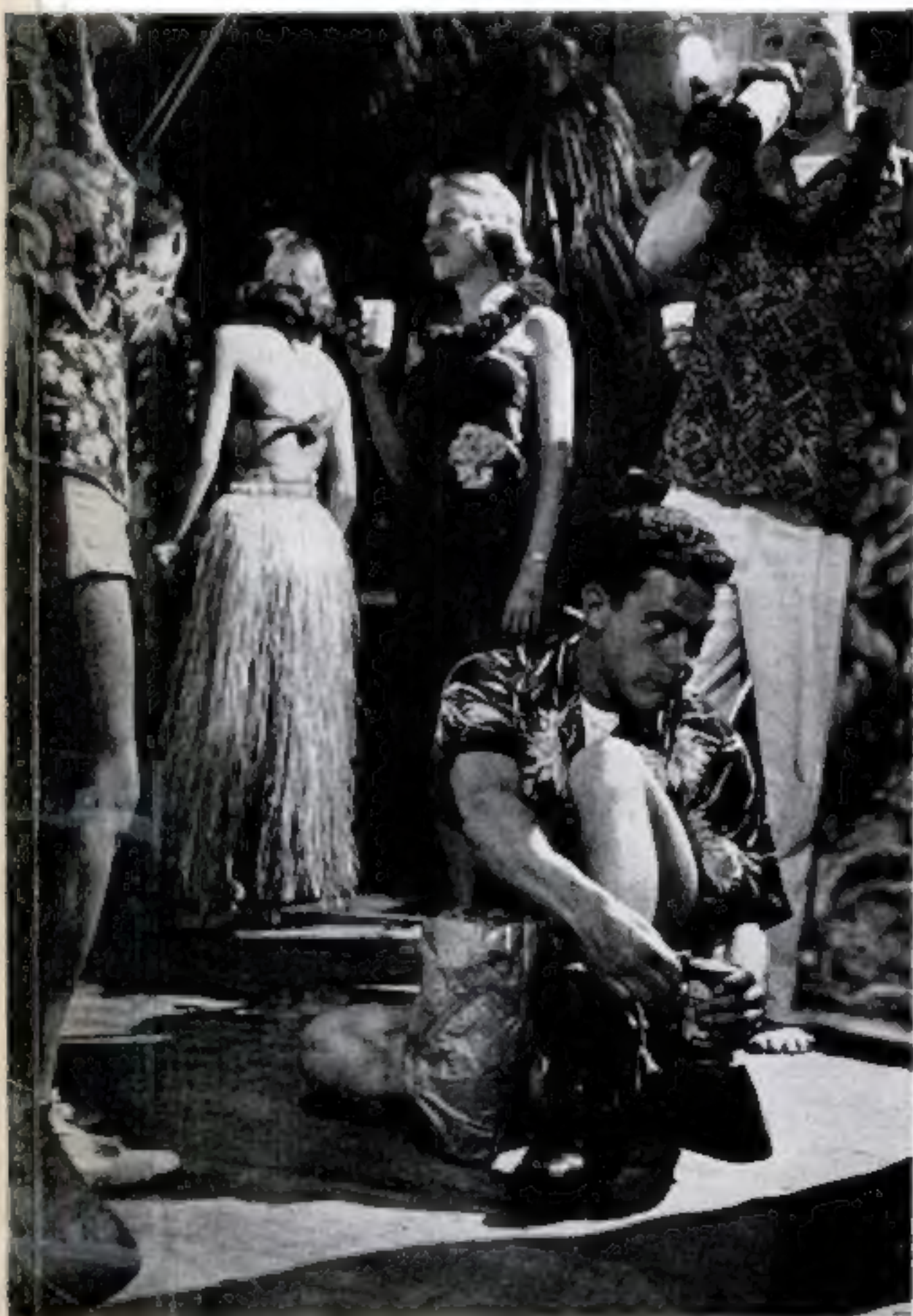
RADIANT CONTROL
automatically ad-
justs itself for every
kind of bread . . .
moist or dry, thick
slices or thin.

Only Sunbeam has patented **RADIANT CONTROL**. The heat radiated from the *actual surface of the bread* is focused on a sensitive strip of bimetal. When the bread reaches the scientifically correct temperature for perfect toasting, sufficient heat is absorbed by the thermostat to shut off the toaster. The toasting is always the same no matter what kind of bread you use, regardless of line voltage, once you set it for the brownness you want.

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TOUCH FEEDING while blindfolded, Jack Stubbs tries to locate mouth of Carol Dressen with spoonful of ice cream. Most cream ended on costumes.



DISTRACTED DRINKER tries to open beer can while watching a pair of passing legs. He is wearing low boots, which are currently a fad in Pasadena.

SINCE CHRISTMAS shopping days
ARE HERE,

IT'S TIME WISE FOLKS ARE STARTIN'
TO BUY THE PERFECT SMOKER'S GIFT,
THIS MERRY CHRISTMAS CARTON!



COPY, THE AMERICAN TOBACCO COMPANY

**LOOK, KIDS, IT'S THE
BLACK RANCHERO**

MADE
IN
TEXAS

The Set
About
\$5.95

Embroidery & Material
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Real Western Embroidered Jeans
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from LIFE, October 28, 1946. Painting by Rembrandt in the Rijksmuseum, Amsterdam

WHAT'S IN A PICTURE . . .

You are looking at Rembrandt's painting "The Night Watch." It has never been out of Holland, yet the camera has made it one of the most familiar works of art in the world. Thousands of people have bought photographic reproductions of it. Millions of people (like you) have seen the picture in books or in magazines.

Photography has taken art out of the picture galleries and created a wonderful new museum—a museum without walls, where art lovers can browse and can buy reproductions of masterpieces they might otherwise have never known about.

Thanks to the camera, America today has the greatest art-loving audience in its history.

... to see life ... to see the world ... to eyewitness great events

LIFE



HERE COMES A

Merry Christmas

1 "Stand back!" shouted my host, and he sent a giant flaming wheel down the hill. In the Black Forest, near the Swiss border, we were re-enacting an ancient Christmas folk custom," writes a friend of Canadian Club. "If the wheel, wrapped in blazing straw, kept burning to the bottom of the hill, Christmas was sure to be merry. It burned all the way!"



2 "It's quite a trick to cut the Yule log in the Balkans," writes another Canadian Club correspondent. "For Christmas to be merry, according to legend, the tree must be felled so it topples toward the exact center of the rising sun at the crack of dawn."



3 "Serving a boar's head spells Christmas in England," reports a third Canadian Club fan. "It's a custom that goes back to a yarn about an Oxford student who was attacked by a boar on Christmas day. The young man choked the beast with a copy of Aristotle and took the head along for Christmas dinner."



4 But home is the place to be at Christmas, and the holidays call for the best. All over America this Christmas, people will celebrate with the best in the house... Canadian Club!

5 It's traditional to give fine whisky at Christmas. And no whisky is ever more heartily appreciated—or more appropriate to give—than world-famous Canadian Club.

Why such popularity everywhere? Canadian Club is light as scotch, rich as rye, satisfying as bourbon—yet there

is no other whisky in all the world that tastes quite like Canadian Club. You can stay with it all evening long... in cocktails before dinner and tall ones after. That's what made Canadian Club the largest-selling imported whisky in the United States.

IN 87 LANDS... THE BEST IN THE HOUSE

"Canadian Club"

6 YEARS OLD

90.4 PROOF



Imported in bottle from Walkerville, Canada, by Hiram Walker & Sons Inc., Peoria, Ill. Blended Canadian Whisky.

Here's how I remember Christmas!

Why don't YOU?

BOB CROSBY

Head Man of

"CLUB 15"

over CBS Radio

JUNE

BOB

CATHY

STEVE

BOB, JR.

CHRIS

Bob Crosby



IT WOULDN'T
BE CHRISTMAS
WITHOUT —

Whitman's
CHOCOLATES

THE SAMPLER
IN 1 LB., 2 LB.,
3 LB., AND 5 LB. SIZES



In addition to the famous Sampler, there is a wide choice of Whitman's packages in a wide price range.

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